BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
DECEMBER 1, 1935

Canada and Foreign $4.00 the Year

$3.00 the Year
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SOONER *or* LATER

and NOW!

High-fidelity is the coming thing—and we have it now! Into the buying homes of America more and more new radio sets, high-fidelity sets, will be singing their way (lots of them this Christmas). Then people will know what high-fidelity broadcasting means. We are way ahead of them with our 50,000 watt transmitter—the first commercial station in the country to offer high-fidelity engineering from studio microphone right straight through to antenna.

WOR

MUTUAL BROADCASTING SYSTEM • WGN, CHICAGO • WLW, CINCINNATI • WOR, NEWARK • CKLW, WINDSOR-DETROIT

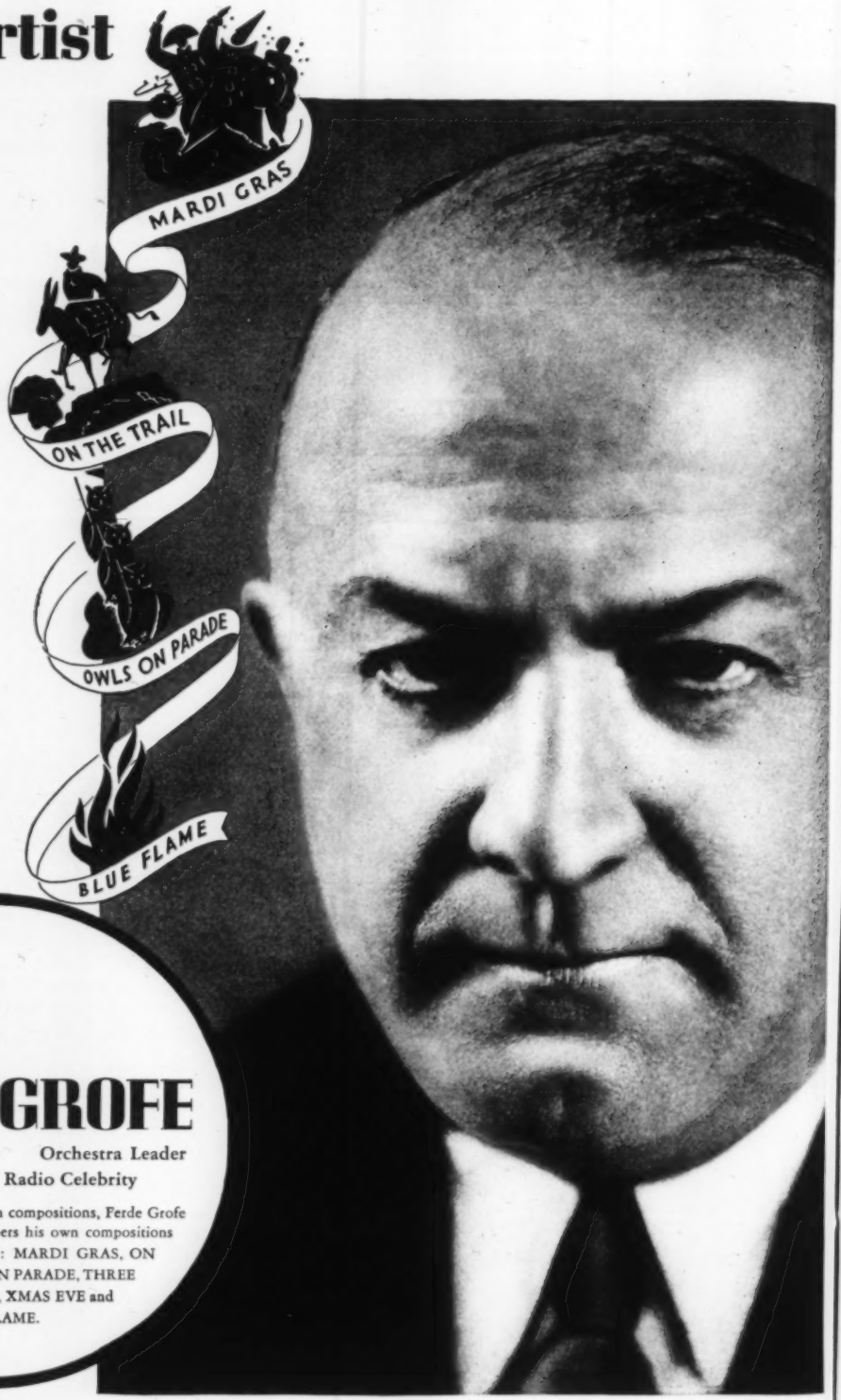
NBC THESAURUS Presents Another Distinguished Artist

Ferde Grofe, famous American composer, arranger, orchestra conductor, and radio celebrity, has been added to the imposing list of NBC THESAURUS artists. Another great star becomes available to over a hundred NBC THESAURUS subscriber stations.

Internationally eminent for his descriptive musical works of American life, Ferde Grofe needs no introduction to radio audiences. His coming helps increase the value of NBC THESAURUS to those stations, and to those advertisers and advertising agencies, who avail themselves of its "Treasure House of Recorded Programs."

NBC THESAURUS offers broadcasters unusual talent and program material with which to build effective and economical recorded programs for use in national and local spot markets.

Write for a copy of our new booklet which describes our NBC THESAURUS in detail.



FERDE GROFE

Famous Composer • Orchestra Leader
Arranger • Radio Celebrity

Among many other well-known compositions, Ferde Grofe offers THESAURUS subscribers his own compositions and arrangements such as: MARDI GRAS, ON THE TRAIL, OWLS ON PARADE, THREE SHADES OF BLUE, XMAS EVE and BLUE FLAME.

A Partial List of Celebrated NBC Thesaurus Artists:

•

NATHANIEL SHILKRET
HARRY RESER
XAVIER CUGAT
GEORGE HALL
ROSARIO BOURDON
MASTER SINGERS
WESTMINSTER CHOIR
THE HONEYMOONERS

•

Military Band under direction of Robert Hood Bowers

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

New England—*highest per capita savings in the United States!*

New England States	Middle Atlantic States	Pacific States	E. Central States	W. Central States	Southern States
$514	$361	$202	$91	$45	$37

Here's your market! Here's your medium!

In savings deposits, Massachusetts with $575 *per capita, greatly exceeds all other states.*

New England as a whole, with $514 *per capita, is far ahead of other sections of the country, excepting only New York State, which has* $520 *per capita.*

Figures compiled by Savings Division
American Bankers Association

NEW ENGLAND savings are the index of its greater earning and spending power — of its importance as a market.

Though it has but 6.65% of the population, New England earns 8.4% of the country's total income.

On the spending side, the Department of Commerce census of retail distribution for the entire country reports sales of $2,167,760,000 by 105,646 New England retail outlets. This is greatly in excess of sales in other markets of comparable size, and is even more impressive when compared with New York, the greatest market of all, where sales per outlet were $20,930 as against $20,519 for New England.

How can you reach most effectively this rich New England market? Use the Yankee Network.

New England's many large centers of population cover so wide an area that you need intense local sales effort in many spots. This is impossible with one station or a small network. But with the Yankee Network, which ties into one large audience the listeners of 12 important retail centers, you can sell all New England as one market.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

RIDE THE MAGIC CARPET

TO THE FIRESIDES of MILLIONS

RADIO EQUIPPED HOMES	
Primary and Secondary Daytime Coverage	3,461,100
Primary and Secondary Night-time Coverage	4,399,280

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS—CBS BASIC OUTLET

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Dec

Form 315A

Subject: PROGRAM SUPPLY SERVICE - Radio Station W.I.R.E.

INDIANA BELL TELEPHONE COMPANY

IN YOUR REPLY
PLEASE REFER TO_____

Indianapolis, Indiana
November 18, 1935
C6V

Mr. D. E. Kendrick
Radio Station W.I.R.E.
Indianapolis, Indiana

Dear Mr. Kendrick:

Confirming our conversation of even date, this is to advise that a program such as the Geiger Candy program, conducted from 7:30 to 8:00 P.M. each Friday evening where people are requested to call your station giving their name, address, and request songs, in the future can only be handled through the installation of special telephone facilities in your offices and properly manned to care for the calls.

On Friday, November 15, the last program of this type conducted over your station, we attempted to count the calls for your station and the number recorded, which count may not be exact, numbered 16,771 during the 30 minute period. In a few of our exchanges the calling was so great that no other calls could be completed, which created a public hazard, particularly in the case of fire. Other emergency calls, such as, police, ambulance, etc., also could not be completed as our facilities were entirely tied up.

Our Traffic Department has made a study of this volume of communications and has indicated that if this type of program is to be continued it will be necessary to install 225 central office lines which would cost approximately $1300 a month, with an installation charge of approximately $800. In addition to this, there would be a special charge of approximately $400 as these trunks would have to be direct between our various central offices and your station as against the present routing of interexchange trunks.

In order that we may, if you so desire, have the necessary facilities installed in your offices for this coming Friday, an official order will have to be given us not later than 12:00 noon, November 19, otherwise the program as previously given must be discontinued. I am sure that in the interest of public welfare in this community you will cooperate with us in giving the people the best possible telephone service, and am, therefore, looking forward to either securing an order for the additional facilities or your advice that the practice will be discontinued immediately.

Very truly yours,

L M Vallieath
Sales Engineer

WA

"But we're big, Mr. F & S!"

MAYBE we're sort of balmy, but we've got some rather unusual ideas about this radio business.

One of them is that power, frequency, network affiliation and such are routine facts—and tell only part of the story about any given station. Much more important, we think, is alert, aggressive management, eager to serve listeners *and* advertisers.

For that reason, you'll find no complacent colossi, no self-sufficient insignificants as permanent stations in our list. When we slip up, and one of these slips in, it doesn't stay long. The station fires us, or we fire the station. Which makes little difference. We can't sell dead ones to our agency friends, and we won't even try.

That is why, when you look at the list of stations represented over a period of years by Free & Sleininger, you find a group of conscientious, cooperative broadcasters who are sincerely trying to do a *job*. Moral: Pick F & S stations and avoid disappointments.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KFAB	(CBS)	Lincoln-Omaha	KSD	(NBC)	St. Louis
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville	KFWB		Los Angeles
WIND-Gary — WJJD-Chicago			WTCN		Minneapolis-St. Paul	KOIN	(CBS)	Portland
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha	KOL	(CBS)	Seattle
KMBC	(CBS)	Kansas City				KVI	(CBS)	Tacoma

BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 11 WASHINGTON, D. C., DECEMBER 1, 1935 $3.00 A YEAR — 15c A COPY

ASCAP-Warner Split Embroils Copyright

By SOL TAISHOFF

ASCAP Holds to Its Rates While Warner Bros. Refuses To Disclose Fees for Radio; Starr Challenges Networks

Summary of the Copyright Crisis

1. Warner Bros. publishing houses, controlling between 25 and 40% of ASCAP catalog, withdraw and say they will license radio separately.

2. ASCAP thus far refuses to compensate for Warner loss and states contracts will be renewed after Dec. 31 on same basis as at present, meaning that if broadcasters want rights to same music they must pay more for it.

3. Warner apparently aiming at networks from which it wants to procure bulk of revenue.

4. Broadcasters may find themselves in position of deciding whether they want remainder of ASCAP catalog or whether they will take Warner music, forsaking one or the other.

5. Litigation against Warner by authors and composers inevitable to ascertain its rights to license their works to exclusion of ASCAP.

6. Mysterious new company, called Transcontinental Broadcasting Co. Inc., enters radio, with reputed backing of movie executives who seek to invade transcription field both commercially and from music control angle.

WITHDRAWAL of the Warner Bros. publishing houses, controlling between 25 and 40% of popular music performed over the air, from the American Society of Composers, Authors & Publishers on Nov. 26, has thrown Tin Pan Alley into utter confusion. As a result, the broadcasting industry finds itself in a quandary as to where it will stand on performing rights when present ASCAP contracts expire Dec. 31.

Immediately following the withdrawal of the Warner houses, ASCAP steadfastly maintained that it will offer no reduction in its price to stations for what remains of its catalog, and that they must pay the present 5% of gross, plus sustaining fee for the sharply depleted catalog, or exercise their option to cancel. Should any stations follow the latter course, then they can take their chances on "renegotiating" contracts on a more favorable basis.

When the smoke clears, it seems evident, broadcasters will find themselves in the position of deciding whether they prefer the residue of the ASCAP catalog to that offered by the Warner houses or should buy both — thus paying two pipers.

Feeling Is Better

THE WARNER houses, aside from the issuance of strongly worded statements contending that they have not received adequate revenue from radio through ASCAP, said nothing formally about the basis on which they will license their catalogs for radio performance. Herman Starr, president of First National Pictures and vice president of Warner, declared in New York immediately following his resignation from the ASCAP board, that they would sell their music for radio under almost any formula, provided there is adequate revenue in it.

The Warner publishing houses (Harms, Inc., M. Witmark & Son, Remick Music Corp. and New World Music Corp.) withdrew from ASCAP because they felt they should procure at least $1,000,000 from the $3,000,000 ASCAP royalty jackpot, as against about $340,000 they are now getting. Mr. Starr stated that Warner intended to get this money direct from radio by setting up its own licensing organization.

In submitting his resignation to the ASCAP board, it is reported, Mr. Starr said that his independent organization would license its music for radio in the way that would be productive of greatest revenue. It will deal with broadcasters, advertisers or advertising agencies, on a per piece or measured-service basis, a percentage basis plus sustaining fee, outright licensing of its catalogs on non-exclusive or exclusive basis, or any other way that seems to it the best revenue-producer.

Meanwhile, ASCAP insisted that, in spite of the withdrawal of the Warner houses, it still held the small or performing rights of the composers and writers attached to these houses, and that there was a serious question as to whether its catalog would be diminished appreciably. Litigation on this score was accepted as a foregone conclusion by all sides. Suits are expected before present ASCAP contracts expire. The issue has never tested in court.

Baldwin on Scene

WHERE THE broadcasters stand was so much in doubt that James W. Baldwin, managing director of the NAB, on Nov. 28 sent to his board a detailed report on the situation, prior to entering negotiations of any nature either with ASCAP or with Warner. He had hurried to New York Nov. 26, and the following day discussed the broadcasters' status with both E. C. Mills, ASCAP general manager, and Mr. Starr, but with no concrete results.

"Developments in the ASCAP situation require that you hold yourselves ready for a board meeting to be called on short notice", Mr. Baldwin informed the score of members of his board. He submitted a detailed report of every phase of the copyright situation, as he understood it, preparatory to taking steps to negotiate for contract modifications, new contracts or continuances.

On the preceding day, he had wired all stations as follows:

> "Letter re ASCAP been delayed day to day since board meeting (on Oct. 17) anticipating new developments. Warner Brothers today announced their withdrawal from ASCAP end this year. Full particulars being reported to board. Urge you sit tight await full report and board's recommendation and that you refer all correspondence here."

Mr. Baldwin added upon his return from the round of conferences that all of the factors involved by virtue of the Warner withdrawal make it impossible to give a true appraisal of the situation now confronting the industry. Several days at least, he asserted, must elapse before it will be possible to analyze the existing conditions.

It was apparent from what Mr. Starr said in his statements and verbally that he intended to procure from the networks the bulk of the revenue for performance of Warner music. Among other things he alleged that the networks, representing more than half of the industry's gross revenues, were paying something like 1% of it, as against 5% emanating from independent stations.

Edward Klauber, CBS first vice president, and A. L. Ashby, vice president and general counsel of NBC, presumably will be drawn into negotiations both with ASCAP and Warner in view of the break. The network owned and operating stations, and about two dozen independently-owned stations have extended their present ASCAP contracts for five years, containing a clause under which ASCAP agrees to maintain its catalog substantially as is, which, of course, means inclusion of Warner music. The same clause specifies that ASCAP will save the licensee harmless from infringement of any of these numbers.

When the withdrawal of Warner was indicated even as a possibility, ASCAP last summer declined to extend any other contracts for the five year period with this protection clause against substantial diminution, but attached a rider under which stations would be permitted to cancel their contracts in the future if the catalog was substantially diminished, but if they elected to continue, would have to pay the full 5% plus sustaining fees.

Tieing into this was the assertion by Mr. Starr that, after Dec. 31, any performance of numbers of Warner subsidiaries without license would be promptly prosecuted at the statutory rate of $250 per infringement. He added that Warner had about $10,000,000 invested in music and would protect its rights to the limit.

He informed Mr. Baldwin that he would meet with any representative group of broadcasters and discuss their music problems, provided they would listen to the problems of his own organization. Whether and when this discussion will take place depends upon the reaction of the NAB board.

The Blackest Picture

IN ITS WORST aspect, it is pointed out, a situation can develop at the end of this year whereby broadcasters will not have licenses to perform either the ASCAP or the Warner catalogs. That would mean that stations would be limited to performance of other minor catalogs to which they hold license and to public domain music. Such a contingency would mean that stations would have to watch closely their performances of music, and more than likely curtail their operating schedules to conform with available program material which

(Continued on page 50)

Booking Agent Suit Held Up by Court

Temporary Injunction Protects Sherwin-Williams Account

A TEMPORARY injunction was granted Nov. 23 in the United States Southern District Court by Federal Judge John C. Knox restraining Charles Henry Freeman Jr., a booking agent, from claiming any copyright or from bringing any suit or threatening any suit against Sherwin-Williams Co., Cleveland, or making false or misleading statements regarding the paint company's radio program. The injunction is subject to further order of the court and the trial date for the law suit has not been set.

Cecil, Warwick & Cecil Inc., New York, and NBC both filed suits against Mr. Freeman on Nov. 5, after the defendant had placed a two column ad in *Variety* warning all and sundry agents, networks and sponsors that the idea of presenting amateurs and the unknowns of opera were copyrighted and that all would be subject to possible prosecution to the limit for invasion of the defendants rights. NBC is suing for $59,058, the amount, less discounts, that they would receive from the radio program and Cecil, Warwick & Cecil seeks $16,583 as its share of the proceeds from the program. Simultaneous with the filing of the law suits both complainants asked for an injunction against Mr. Freeman.

The client, Sherwin-Williams, has refused to go on the air until it is assured that it will not be subject to damages.

Copyright Details

IN THE ANSWER to this suit filed by Mr. Freeman he claims that he contacted Jack Warwick of the agency and told him of his plan to put the Metropolitan Auditions on the air. Mr. Warwick claims the only time he talked with the defendant was about placing a singer on the Vince program some time ago. The defendant does not have any written agreements with anyone for the idea or the use of the word Metropolitan, it is said.

No copyright was on file in Washington until after the Sherwin-Williams program was announced in the press Oct. 23, it is alleged. A copyright was received in Washington Oct. 26, it is understood, but did not have the necessary registration fee and was returned. The data was finally filed some time during the first week in November.

In the court proceedings Nov. 23, the attorney for the defendant was Walter Seligsberg of Seligsberg & Lewis. Samuel Seabury, who represented Mr. Freeman in earlier hearings, did not put in an appearance and conceded the point that the idea was not copyrightable and that the running of the advertisement was ill-advised.

It is not assured the program will go on the air as scheduled Dec. 1. Jack Warwick left New York Nov. 25 to confer with the sponsor in Cleveland about last minute details. At no time was there a cancellation for time sent in to NBC.

Stuart Sprague is representing NBC and Edward C. Raftery of O'Brien, Driscoll & Raftery is representing Cecil, Warwick & Cecil.

Butcher V-P of CBS

Mr. Butcher

HARRY C. BUTCHER, director of the Washington office of CBS and general manager of WJSV, its capital city outlet, on Nov. 26 was elected a vice president of the network by the CBS board. He will continue his present duties. Mr. Butcher, who celebrated his 34th birthday on Nov. 15, has been with CBS since 1930, when he was retained as director of its Washington office. In 1932, he took over management of WJSV. With Mr. Butcher's election, he becomes the seventh CBS vice president. Others are Edward Klauber, first vice president, Sam Pickard, H. K. Boice, L. W. Lowman, Paul W. Kesten, and H. Leslie Atlass.

THE newly-formed Western Network, comprising KNX, Hollywood, and KSFO, San Francisco, brought the Notre Dame-USC football game from South Bend, Ind., to the Pacific Coast on Nov. 23 by leasing a special telephone line from WGN, Chicago, and the Mutual Broadcasting System.

WNOX IS ACQUIRED BY SCRIPPS-HOWARD

WNOX, Knoxville, Tenn., on Nov. 19 was acquired by the Continental Broadcasting Co., Scripps-Howard newspapers subsidiary, coincident with the approval of voluntary assignments of the license by the FCC Broadcast Division. The station, acquired for approximately $75,000, will be operated in conjunction with the *Knoxville News-Sentinel*, Scripps-Howard newspaper. It is a CBS outlet.

At its meeting Nov. 12 the Broadcast Division had set the application for hearing. A motion for reconsideration was filed, however, and received approval at the Nov. 19 meeting. The station operates on 1010 kc. with 1,000 watts night and 2,500 watts until local sunset.

The station is the second to be acquired by the Scripps-Howard newspapers. Previously it had purchased WCPO (formerly WFBE) Cincinnati 100-watter. James C. Hanrahan, Continental vice president, will direct the operation of WNOX, temporarily at least. Karl A. Bickel, Scripps-Howard executive, is president of Continental.

New High Record in Monthly Billings Is Shown by NBC and CBS in October

BOTH NBC and CBS reached new heights in monthly billings for October, a combined total of $4,707,512 having been registered during the month, with $2,777,061 for NBC and $1,930,512 for CBS. These totals are new records in the annals of monthly radio billings for each network.

For the ten months the CBS gain over the same period last year in 10.2%, the NBC-WEAF gain is 6.5% and NBC-WJZ showed a loss of 7.3%. This loss on the WJZ network can be traced to the shifting of the *Amos 'n' Andy* program to the WEAF network last summer after a seven-year run on the Blue.

For the ten months the total NBC billings stand at $25,607,472, an increase of 14% over a year ago. CBS has a 10-month total of $14,029,437, an even greater increase over 1934—22.3%.

The first figures released for Mutual Broadcasting System show a total of $168,789 for October.

Networks' Gross Monthly Time Sales

	1935	% Gain Over 1934	1934	1933	1932
NBC-WEAF (Red)					
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
August	1,214,307	4.5	1,161,581	869,054	911,950
September	1,234,766	1.4	1,218,219	884,699	904,071
October	1,727,229	6.5	1,621,119	1,223,692	1,064,059
Total	$15,420,470	17.0	$13,183,619	$9,155,767	$11,525,752
CBS					
January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
August	879,019	71.2	513,315	499,638	540,342
September	1,086,900	55.2	700,491	547,203	685,156
October	1,930,512	10.2	1,752,601	1,125,793	972,358
Total	$14,029,437	22.3	$11,468,799	$7,413,391	$10,490,761
NBC-WJZ (Blue)					
January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
August	756,797	55.0	488,202	459,413	756,873
September	873,890	51.5	577,033	582,837	813,377
October	973,789	—7.3	1,050,856	793,199	900,772
Total	$9,564,296	15.4	$8,285,551	$6,885,903	$9,904,936

Kansas City Star Said to Seek KMBC

Report Linked to Blair Death; Church Denies, Fitzer Admits

NEGOTIATIONS are reported in progress for the purchase of KMBC or possibly some other Kansas City station by the *Kansas City Star*, owners of WDAF. KMBC is mentioned because of the death Nov. 9 of Frederick B. Blair, its president and principal stockholder. Details were lacking but it was reported that overtures already had been made to the Blair estate for purchase of the station, a CBS basic outlet, operating on the 950 kc. channel with 1,000 watts night and 5,000 watts day.

Arthur B. Church, vice president and general manager of KMBC and a large stockholder, informed BROADCASTING Nov. 25 in response to a telegraphic inquiry that present stockholders of KMBC have no intention, to his knowledge, of selling the station. He added that the report that negotiations are under way were apparently inaccurate.

Confirmed by Fitzer

ON THE other hand, H. Dean Fitzer, manager of WDAF, responding to a telegram from BROADCASTING, said "it is true we are negotiating for a second radio station".

WDAF has been looking for a second Kansas City outlet for some time. The additional station, it is understood, is being sought primarily to make it possible for the newspaper to broadcast a greater number of programs of local interest. WDAF is an NBC basic outlet.

Mr. Blair died after a brief illness at his Kansas City home on his 67th birthday. He organized the Midland Broadcasting Co. in 1927 which purchased the station from the Latter Day Saints Church in Independence, Mo. With Mr. Church, he remained in active directorship of the station during the last eight years and was at his desk a week before his death. He was active in Chamber of Commerce and civic affairs.

Actual disposal of an existing Kansas City station to WDAF would be subject to FCC approval. Should the arrangement be consummated the question of multiple ownership of stations by newspapers in the same community would be raised. No definite policy on this ever has been established but it has been a matter of conversation for some months.

Woodbury Deferred

PAUL WHITEMAN and his orchestra will remain on the Kraft-Phenix Cheese Co. program for another month after Dec. 5 when Bing Crosby joins the program. The original announcement said that Crosby was to take this show over on this date and Paul Whiteman was to go on the air the following month for John H. Woodbury Co., Cincinnati. Delay has arisen in getting the time for the soap manufacturer so, Kraft-Phenix took the opportunity to give Bing Crosby a build-up before he assumes full control on Jan. 2, emanating from the new NBC studios in Hollywood. The Woodbury program is expected to take the air late in January over an NBC-WJZ network.

FCC Relaxes Campaign Against Stations

Broadcast Division Calls Its Legal Staff on the Carpet And Orders Cessation of Reckless Program Charges

POLICIES pursued by FCC lawyers in their rampages against some types of commercial programs, notably medical, have been radically altered by the Broadcast Division to alleviate hardships upon broadcasting stations, advertisers and advertising agencies.

Striking at what has become the bane of the broadcaster's existence —fear of citations on programs— the Broadcast Division at a meeting Nov. 19 called in the lawyers in supervisory charge of complaints and program investigations to instruct them at first hand on the new procedure. The Division members were spurred into action by the growing volume of citations against stations because of medical, lottery and other programs against which complaints had been made.

At present, it is estimated, there are some 300 "charges" alleging program transgressions against some 100 stations. The abandon with which stations have been cited or "investigated" by subordinate FCC lawyers has thrown such fear into the hearts of practically all station owners that they view with scepticism accounts which ordinarily they would not hesitate in accepting, and which newspapers and other media do not question at all. This attitude on the part of many broadcasters has caused advertisers, in turn, to shy clear of radio when they ordinarily might use the medium, and agencies have reflected a similar view.

Definite Policies

ALL THIS information had seeped back to FCC members and resulted in the decision to declare definite policies under which the Broadcast Division itself, rather than individual lawyers, will decide in the first instance whether formal proceedings will be instituted against stations. Thus, it is anticipated, citations based on flimsy or "frivilous" complaints will be discarded promptly, and only those violations of good programming upon which definite proof and information has been procured will be followed through to the notification and possibly the hearing stage on renewals of license.

This is the reform for which the industry has been hoping since the FCC began its "questionable program" campaign with a vengeance early this year. The view is that practically all stations have fallen in line on glaringly improper accounts and that they are now aware of the meaning of "public interest" in commercial credits. There is still more to be accomplished, it is felt, but there does not seem to be any justification, in the minds of individual members of the Broadcast Division, for helter-skelter citations on non-conclusive evidence.

Up to the present, FCC lawyers have been querying stations for full information on almost any account as soon as a "complaint" is received. It has not mattered whether the complaint was justified; the complaint alone has been sufficient basis on which to start an "investigation". Usually, the stations have been requested to submit in affidavit form such detailed information as the continuities used in connection with the particular commercial programs, sealed samples of the commodity if it happened to be such rather than a "service" commercial, copies of contracts and similar information.

The station immediately found itself embarrassed and threatened with a hearing at which its license renewal would be at stake. The FCC lawyers then made their "investigation", and if they deemed it warranted, would recommend to the FCC that the station's renewal be designated for hearing and a temporary license issued.

Stations have complained bitterly over this procedure.

Loss of Business

THEY have charged that as soon as the "investigations" begin their competitors usually find it out and begin soliciting their accounts. To the lay advertiser, who has only a cursory knowledge of radio regulation, but who is familiar with such outstanding cases of punitive action as the deletion of the Brinkley and Baker and Shuler stations, this news generally has pursuasive effect. The story is told that the station under surveillance of the FCC may have its license revoked with the result that it cannot fulfill the advertising contract and that the advertiser will lose in the end.

Yet in the final analysis perhaps less than 10% of the stations originally "investigated" because of complaints actually go to hearing, and there have been no deletions since the FCC came into being in July, 1934. That has been because the majority of the complaints are irresponsible or from unknown sources, and because little or no effort has been made to "investigate the complainants" in the first instance.

This entire procedure is washed out under the new policies. Hereafter when a complaint is received, irrespective of the source, the Law Department will be required to check with other governmental agencies to ascertain whether they have any knowledge of the product or the service in question. The agencies with which these checks must be made are the Federal Trade Commission, Food & Drug Administration and Post Office Department.

Up to this time no communication of any character can go to the station informing it that the particular account or product is under scrutiny. If any of the Federal agencies have information or data concerning the product advertised, then the fact must be reported to the Broadcast Division. Conversely, if there is no information, this likewise must be reported to the Division. In the latter instance the lawyers can recommend to the Division that the questionable account be investigated by the Trade Commission, upon request of the FCC. A working arrangement on this was agreed to several weeks ago by members of the Broadcast Division in a conference with Trade Commission members designed to develop a "liaison" between the two agencies.

It then will be up to the Broadcast Division to decide whether steps should be taken to conduct an inquiry into the account and to hail the station for a hearing. In other words, before a letter of any nature can be sent to a station respecting a program, Broadcast Division approval must be procured. It is thought that under this procedure most of the complaints filed with the FCC will never get to the attention of the station affected and will be dropped as irresponsible — something that now is done after the stations in many cases have been harassed and embarrassed.

New Procedure

AFTER deciding upon the change in policy the three Broadcast Division members—Chairman Sykes, Vice Chairman Case and FCC Chairman Prall—called in the lawyers in direct charge of this work. They are George B. Porter, assistant general counsel in charge of broadcasting, and David H. Deibler, lawyer immediately responsible for investigations. In no uncertain terms they were told of the new limitations and were sharply cautioned against the haphazard actions of the past.

Chairman Prall called their attention to the petition filed by one station which had been cited for carrying a particular medical account. The station contended that a dozen or more other stations carried the same program and were not molested in any way. He even identified these stations and charged the FCC with discrimination in citing his station alone.

Assistant General Counsel Porter responded that the FCC can only take action under the law when a specific complaint is made and cannot initiate action against others when it has no complaint or information. Mr. Prall characterized this as grossly unjust. Mr. Porter, however, contended that these complaints and investigations were kept confidential and should not cause any hardship upon the station in question. Formal action in the nature of a citation for hearing on renewal of license, he argued, came only after the lawyers were satisfied that they had a case against the station. The argument, however, did not hold water with the Broadcast Division members and the changed procedure was ordered.

The view is that procedure here-

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Advertising Shows Broad Improvement As Result of Its Scrutiny, FTC Claims

"GENERAL improvement" in newspaper, magazine and radio advertising has resulted from the work of the Federal Trade Commission in scrutinizing copy and continuities through its Special Board of Investigation, according to the annual report of that agency submitted to Congress and made public Nov. 29.

In defining the nature of its advertising surveys the FTC said that in a large majority of cases advertisers have entered into stipulations with it to cease and desist from publishing or broadcasting misleading statements. In only a relatively few cases do advertisers refuse to stipulate, making necessary formal complaints and possible litigation. In many cases, it added, the advertiser immediately cancels all advertising complained about upon receipt of the first communication and does not advertise again until his matter has been adjudicated.

Up to June 30, 1935, the report said, 439,252 radio continuities, voluntarily supplied by the broadcasting industry, had been received. Of these a preliminary review had been completed on 376,539, resulting in 38,873 being referred, as possibly false or misleading, to members of the board and their legal assistants for further consideration and possible action. In this weeding out process, the number actually held up for action usually dwindles to a fraction of the total examined.

Asks Change in Law

THE FTC recommended to Congress that Section 5 of the Federal Trade Commission Act be amended specifically to prohibit not only unfair competition in commerce but also unfair or deceptive acts in commerce. "This recommendation," it said, "is made in order to give the Commission clear jurisdiction over a practice which is unfair or deceptive to the public and is not necessarily unfair to a competitor. There are times when such a practice is so universal in an industry that the public is primarily injured rather than individual competitors. In such cases it is very difficult, if not impossible, to show injury to competitors, but the injury to the public is manifest."

One such case, it was recalled, was that involving the radio-advertised product "Marmola", an anti-fat remedy. In litigation involving the product, unfair competition in commerce could not be proved but the product itself was condemned in the Supreme Court opinion.

Explaining its procedure, the FTC said that when it receives complaints or notes the existence of apparently false and misleading representations in advertising, it initiates an investigation. A questionnaire is sent to the adver-

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Ice Industry Plans 1936 Radio Series

Coast-to-Coast Promotion Will Start After First of Year

A COAST-TO-COAST broadcast series will form the backbone of a $600,000 advertising campaign to be launched shortly after Jan. 1 by the National Association of Ice Industries.

National magazines will also be used in the ice campaign, which was unanimously approved by the more than 1100 members present at the Association's 18th annual convention, held in Chicago Nov. 12-15, where the idea of a nation-wide campaign to combat the encroachments of electrical refrigeration into the field formerly served by ice alone was proposed.

R. C. Suhr, head of the City Ice & Fuel Co., Cleveland, and president of National Ice Advertising Co. Inc. (the advertising committee of the Association which incorporated to facilitate the carrying out of an advertising campaign), told the convention how an advertising fund of $426,000 had been raised in less than 30 days. Some details of the advertising, which will feature the slogan "Cold Alone Is Not Enough", were given by W. L. Chesman, vice president of Donahue & Coe Inc., New York advertising agency, which will direct the campaign. The radio program he said, will be half-hour broadcast titled *An Evening at Pickfair* and will portray Mary Pickford as hostess to other celebrities of the movie colony. He pointed out Miss Pickford's unique qualifications as spokeswoman for the Association, referring to her as a "gentlewoman" who is noted for her graciousness and charm rather than for sex appeal. He also stressed the great amount of publicity Pickfair has had due to Miss Pickford's entertaining there such nationally known characters as the late President Coolidge and Mrs. Coolidge.

A sample broadcast was presented to the convention, starting with the theme song "Cold Alone Is Not Enough" and concluding with a request to "see your local ice man for a demonstration of modern air-conditioned refrigerators."

Dick Tracy Renewed

STERLING PRODUCTS Inc., New York (California Syrup of Figs), has renewed the *Dick Tracy* series, transcribed by World Broadcasting System, for placement on 18 stations, effective the week of Dec. 30. The account is placed by Stack-Goble Adv. Agency, Chicago.

Data on Receiving Sets First on Joint Program Of Radio Coverage Group

AS A PRELIMINARY venture in the effort toward creation of a co-operative independent bureau to authenticate station coverage and listener data, a subcommittee of the "Committee of Fifteen" equally representative of the three trade associations is engaged in a study of receiving set distribution. This initial phase, it is learned, was agreed to by the cooperative committee set up by the Association of National Advertisers, American Association of Advertising Agencies and the NAB.

The figures presumably will be as of Jan. 1, 1936, when released and are being procured from a variety of sources. They are expected to supplant the cooperative receiving set distribution estimates made during the past several years by CBS in collaboration with the McGraw-Hill Publishing Co.

Meanwhile, the Committee of Fifteen has made no announcement whatever respecting the basis upon which the projected independent bureau will be established. The effort is to provide for radio the equivalent of the Audit Bureau of Circulations data available for publications. The Bureau would be supported by assessments of the media and advertisers using its services. Approximately $30,000 already has been ear-marked for the bureau's use by the networks—$20,000 from NBC, because it has two networks and $10,000 from CBS.

The technical subcommittee working on the census survey as well as other matters submitted to it by the full committee or by the executive committee, comprises John Karol, CBS research director; Paul F. Peter, RCA statistician, for NBC; A. W. Lehman, assistant managing director of ANA; David E. Robinson, AAAA, and Herman S. Hettinger, NAB.

General Baking on CBS

GENERAL BAKING Co., New York (Bond bread), now using *Terry & Ted* transcriptions on a number of Eastern stations, will start a network series on 10 CBS stations Dec. 2 using the same title. The program will be broadcast Mondays through Fridays, 5-5:15 p. m., and is directed at children. WBS will record the network programs for stations now using the *Terry & Ted* discs. WJSV, Washington CBS outlet, on Nov. 18 started the transcriptions and will not take the network series. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

During the War

"FOR the Duration of the War" reads one contract in the files of WMAZ, Macon, Ga. It calls for a five-minute resume each evening of "The War Today" and is sponsored by Mayo's, a men's clothing store operated by Crane and Crane, New York City. The contract also calls for three announcements a day and a quarter-hour musical each Sunday for 12 months.

W. P. Phillips Is Named As CBS Client Counsel

W. P. PHILLIPS has been appointed by CBS as merchandising specialist and client counsel. He will be available at all times to advertising agencies to serve as a merchandising consultant. This is another new CBS service to advertisers. It will be Mr. Phillips' job to create new merchandising ideas and to show clients how other clients have merchandised radio successfully.

Mr. Phillips at one time was connected with Erwin, Wasey & Co., in both the New York and Chicago offices. Recently he was promotion manager for the Electric Home and Farm Authority (a division of Tennessee Valley Authority) and later was director of visual education and in charge of general publicity for TVA. At one time he was an instructor at the University of Wisconsin.

Ovaltine on Discs

"LITTLE Orphan Annie", sponsored by the Wander Co., Chicago (Ovaltine), over NBC, starting Dec.3 also will be heard via World Broadcasting System transcription over 17 stations. The 15-minute program will be scheduled five times weekly. Blackett-Sample-Hummert Inc., Chicago, places the account. Stations on which the disc program is being placed are KFJR, KSL, KLZ, WTCN, KTSA, WWL, WGR, KTRH, KGA, KSD, KNX, KYA, KTUL, KJR, KTAR; CFCF, Montreal; CFRB, Toronto.

RCA Declares Dividends

THE regular quarterly dividend on the "A" preferred stock of the Radio Corporation of America for the fourth quarter of the year 1935 was declared Nov. 22 by the board of directors, David Sarnoff, president, announced. The dividend is 1¾% for the quarter, amounting to 87½ cents a share.

NAB BOARD REJECTS CODE RESUMPTION

BY A VOTE of the NAB board of directors, the invitation of George L. Berry, Federal Coordinator for Industrial Cooperation, to participate in a conference designed to revive NRA code practices has been rejected on behalf of the broadcasting industry. James W. Baldwin, NAB managing director, queried the score of members and officers of the NAB as to their views and the majority vote was in the negative. The round-table conference is scheduled for Dec. 9 in Washington.

Mr. Baldwin's letter to Mr. Berry, sent Nov. 22, follows in full text:

This is in further reply to your letter of October 9 extending to the radio broadcasting industry an invitation to participate in round-table discussions for the purpose of conferring upon the advisability of developing a permanent structure, contemplating the furtherance of prosperity and stability in our industrial life and an acknowledgment of the receipt of your letter dated November 7.

It seems quite clear from the letters received from you that the purpose of these round-table discussions is to prepare a program and determine upon a course of action which shall result in a reestablishment, by legislative enactment, of all or a part of the Codes of Fair Competition which were approved in pursuance of the provisions contained in the National Industrial Recovery Act.

We, therefore, approach the question presented in the light of our experiences in the administration of the Code of Fair Competition for the Radio Broadcasting Industry. Without attempting to discuss here the many phases of code regulation, we are convinced that the highly competitive character of the radio broadcasting industry must not be destroyed. We regard it as practically impossible to adopt any regulation governing hours, wages and prices which will not set a standard that will be oppressive to many members of our industry and prejudicial to the best interests of all our employees.

We are confident that the problems related to your undertaking insofar as the radio broadcasting industry is concerned can be best met by giving due consideration to each problem separately and giving due weight to the conditions and circumstances surrounding it without regard to any common denomination for the industry as a whole.

We regret to say we cannot accept your invitation.

Buy News Services

INTERNATIONAL NEWS SERVICE has announced the signing of WMC, Memphis, and WOAI, San Antonio, in the last month. United Press has signed WOWO, Omaha; WDRC, Hartford, and KJR, Seattle; with four more stations signed to begin the service after the first of the year.

RCA PHOTO MURAL MOSAIC—This collection of typical pictures is installed on the wall of the RCA License Laboratory, New York. All pictures were taken by amateur photographers on the staff. They portray the story of broadcast engineering, starting with the laboratory and drawing board, and proceeding through factory production line, studio, antenna and into the listener's home.

Measuring Station Coverage Mechanically

By ROBERT F. ELDER*
Marketing Department, Massachusetts Institute of Technology

Clock-like Attachment to Set Being Used Experimentally In Boston; Tells When, to What Station Listener Tunes

CAN RADIO coverage be measured mechanically, just as the turnstile at the baseball park counts admissions? "Yes", says Prof. Elder, a pioneer in radio survey work. Beyond that he discloses what he believes to be a workable method. A clock-like attachment to radio sets already has been devised by himself and an associate, and is being used experimentally in Boston in 1,000 sample homes. The results of this experiment will be known in six weeks. If it works acceptably, one of radio's biggest puzzles will be solved.

WHAT ARE the specifications for a suitable audit of radio coverage?

First, it should be purely and simply a measure of *coverage*, not of retention or effect of advertising. The broadcaster's job is to deliver the program through the sets of the audience. It is the agency's job to make the program remembered. The advertiser of course wants to measure both, but in justice they ought to be measured separately.

Second, it should measure the whole audience and not merely part of it. The sample should be properly proportioned both geographically and by income groups.

Third, it should measure the audience at all hours of day and night without annoyance to radio listeners.

Fourth, it should be highly impersonal and objective. The results should not be subject to the personal equation in either interviewers or listeners themselves. Most survey errors are due to inaccuracies consciously or unconsciously introduced by the human element.

Mechanical Way Needed

IN OTHER WORDS, it has for a long time been apparent to more than a few people that an ideal way to measure radio coverage would be to record in some mechanical fashion every program received over every set in the country. We are all in agreement that this is thoroughly impractical. Sampling technique, however, is well enough developed so that to secure such a record for a reasonable number of sets, properly distributed, would represent approximate attainment of the ideal.

Various projects for doing this have been advanced. Some of you may remember the suggestion that individual sets be wired to a central record board. At a given point in the program the announcer would ask all listeners who liked the entertainment to push the green button attached to their sets, and on would go the green lights at the control station. Then the dissenters would get their chance to turn the studio into a red light district. An ingenious idea, which might appeal to the embryo engineer, but hardly to the cost accountant.

Then there is the proposal to measure program popularity by the increase or decrease in the electric power load caused by people turning their sets on and off. In a few cases, as with some important prize fight or a Presidential address, there is a startling effect on the load curve. But this is a spectacular demonstration, and not a yardstick. Even the measurement of the gross listening audience is only qualitatively accurate, and it affords no way of measuring the coverage of each of two programs broadcast simultaneously.

If we want a mechanical measurement which will really tell the story on coverage, then, we are practically forced to a recording instrument which can be attached to individual sets and which will make a record of when and to what stations those sets are tuned. The idea is an old one. Recording instruments have long been in use for many industrial purposes. To apply a recorder to radio measurement, however, involves sundry difficulties. The technical problems are somewhat different from those encountered in recording temperature or humidity measurements. Installation in the many different types of sets in use presents another series of problems. And still further complications arise when we consider the question of getting public acceptance of the idea of attaching such gadgets to radio sets.

Listening Is Mechanical

DIFFICULTIES or not, however, there remains the fundamental fact that no none can listen to his radio without throwing a switch, nor can he tune a station without having his tuning dial and condenser shaft and plates in a definite position. The fundamental things which the engineer needs to produce a record of radio set usage are there.

This is, I realize, a rather lengthy preamble to the discussion of a new method of radio coverage with which a considerable amount of experimenting has been done recently. I have gone on at this length to make you familiar with the line of thinking which led to development of the method.

By this new method, the radio audience is measured by attaching to the radio sets in a properly selected group of homes instruments to make a continuous record of the times when those sets are tuned in and the stations to which they are tuned. Technically, the instrument involves a synchronous motor of the Telechron type, driven from the main current supply to the set and driving a recording tape, a marking device operated by a magnet through which current flows only when the set is on, and a mechanical or electrical means of positioning the marking device laterally on the tape according to the dial setting. There are several technical ways of caring for each of these three elements. The Telechron type clock motor affords the best time record where A. C. current operates the set. With D. C. or battery sets it is perfectly feasible to use a spring-wound clock mechanism. The marking mechanism can be actuated by 110-volt A. C. current taken across the switch of the set or by the low-voltage current flowing through the set iself when in operation. We have found it quite satisfactory in practice to indicate the station heard by a mechanical connection involving a cam mounted on the condenser shaft which moves the marking device as the dial is turned. This can, however, be done electrically, or the whole recording job can be done by photographic means. The choice of technique is primarily a matter of relative costs.

The technical work of design has been handled by Professor L. F. Woodruff of the Electrical Engineering Department of the Massachusetts Institute of Technology, who is associated with me in development of this new technique. Without his efficiency in solving many perplexing problems this device would probably have never made its appearance as a practical proposition.

Prof. Woodruff Helps

THE PROBLEM of selecting the sample is precisely the same as in any other study. My own preference is to use a properly balanced sample which follows the percentage distribution of the various economic classes of homes in the area being studied. The sample is entirely controllable, and it is possible to segregate records produced in homes of various types. It is possible to get records from homes without telephones. As you know, radio ownership far outruns the number of telephone homes. Installation of the recorders is relatively simple. The instrument itself is out of sight behind or inside the set. It does not interfere in any way with reception nor give any other evidence of its presence. The family being studied uses its radio in the normal fashion. At the end of a given time the recorder is removed, the record tape decoded, and the results put in form for tabulation.

Boston Test City

THERE ARE now 100 of these recorders in service in the Boston area, from which records are being taken weekly. Tomorrow (Nov. 30) ends the fourth week of operation. The initial survey is to run for ten weeks, so that we shall have a final sample of 1000 homes, from each of which a one-week record of all listening will have been taken. We shall have a complete story, subject to limitations of sample size, of the total audience by hours of the day and by days of the week, as well as of the audience receiving a given program on any given day. Because we are in direct touch with each home where an installation is made, it is possible to classify the audience of any program in terms of economic groups. From preliminary indications this is going to provide some highly significant facts.

In connection with the current survey it is most decidedly in order to make an acknowledgment to Mr. John Shepard 3rd, of the Yankee Network. A great many people connected with broadcasting organizations, agencies, and advertisers' organizations, when the idea was laid before them, were very helpful in pointing out the difficulties which could not be overcome. Mr. Shepard alone was willing to take the technical side of the venture on faith, without even seeing our crude laboratory model. (Perhaps if he had seen it, his faith would have been shaken.) Thus if this method of auditing radio comes to fruition, a large part of the credit must go to him.

Many Uses Seen

THERE ARE many uses for the material gathered by such a survey. Most of them are obvious. By its use on a proper scale the advertiser can determine the size and type of the audience his program commands. The agency seeking time for a new program can learn when a ready-made audience is waiting to be entertained. The broadcaster who is anxious to increase the audience which he has for sale can study what happens to his listeners when a popular program goes off the air, or when a poor one comes on, and take steps to provide the kind of entertainment which will hold his auditors. Preferences of different types of people for programs of various sorts can be studied by the advertiser who seeks a selective audience. It is even possible to determine the points where people tune out particular programs and thus

(*Continued on page 59*)

*Excerpts from an address before the American Marketing Society, Atlantic City, Nov. 29. Only that portion of the address relating to the new survey method is published herewith.

Comdr. Craven Is Appointed by FCC As Chief Engineer

Abandons Private Practice to Accept Commission Post

IN AN UNEXPECTED move prompted by its avowed desire to procure "the best available man for the job", the FCC at its meeting Nov. 20 named Lieut. Commander T. A. M. Craven, former naval radio expert and a consulting radio engineer, as chief engineer of that agency. He succeeds Dr. Charles B. Jolliffe, who resigned as of Nov. 12 to become engineering head of RCA. Comdr. Craven is to take office Dec. 1.

Comdr. Craven, a recognized authority in all phases of radio allocation work, was in effect "drafted" for the assignment. He was not an active candidate and accepted the $9,000 post at personal sacrifice. He had established a lucrative consulting practice in Washington since resigning from the Navy in 1930 to enter private life.

While Comdr. Craven was among those originally mentioned as a possible successor to the post (see Nov. 1 issue of BROADCASTING) he had stated that he was not a candidate. Questioned regarding acceptance of the position at that time, if proffered, he declared it was a high honor and that he would give it serious consideration. He was finally prevailed upon by members of the FCC, notably Chairman Anning S. Prall, to accept.

Realignment Plans

COMDR. CRAVEN'S appointment at this time is of particular significance because of the impending plan to realign broadcasting station assignments. Since his entry in the consulting field five years ago he has specialized in allocation work, along with visual broadcasting and other commercial radio activities. His views naturally are expected to figure in whatever plans are projected for revision of existing allocations.

Since Dr. Jolliffe's resignation Nov. 12, Lieut. E. K. Jett, also a retired naval officer, and assistant chief engineer in charge of the telegraph division activities, has been acting chief engineer. He had been prominently mentioned for the permanent assignment as chief.

President Roosevelt was assistant secretary of the Navy in 1920 and 1921 while Comdr. Craven served in the Navy Department. During the formative days of the old Radio Commission, Comdr. Craven was loaned by the Navy Department to that agency as one of its engineers. He served from 1928 until he returned to the Navy in 1929 as engineer in charge of matters other than broadcasting, and for a time was acting chief engineer. It was Comdr. Craven who was instrumental in procuring Lieut. Jett, first as his assistant and then as his successor with the Radio Commission. Lieut. Jett had served under Mr. Craven on several tours of duty in the Navy.

Comdr. Craven had a distinguished career in the Navy as a radio expert. Since engaging in private consulting practice he has been intimately associated with many advances in radio engineering. He was largely instrumental in bringing out the opening of the 1500-1600 kc. band for experimental broadcasting use, on which four stations now are operating. He also collaborated in the design of the first directional antenna used in broadcasting in this country, and was a leading advocate of the reducing of the permissible deviation of stations from 500 to 50 cycles as a means of reducing heterodyning.

In his new post Comdr. Craven will have direct supervision of all engineering activities of the FCC, embracing telephone and telegraph by wire and radio as well as broadcasting. So far as known, his personnel will remain unchanged, with the exception of filling of the post of assistant chief engineer for the telephone division which has been vacant since the resignation several months ago of W. G. H. Finch. Mentioned as possible successors are Lieut. Comdr. E. M. Webster, retired Coast Guard officer, and Gerald C. Gross, chief of the International Section of the FCC.

The Broadcast Division is expected to remain intact under the immediate supervision of Assistant Chief Engineer Andrew D. Ring.

(For biographical sketch of Commander Craven, see article on page 35).

Three-Year Station Licenses Now Being Requested of FCC

Extension of Present Six-month Terms, Based on Technical Uncertainty of Early Days, Urged

EXTENSION of the terms of broadcasting station licenses to the full three-years permissible under the law, in lieu of the present six-month limitation, is being strongly advocated by many broadcasting stations as a part of the plan to realign broadcasting facilities, now in the preliminary stages of consideration.

In the discussion which has been rife since the disclosure by the Broadcast Division that it is considering the first phases of what may become a general realignment, with upward revisions of power, broadcasters have advanced the view that the major premise upon which the changes are made should be that of extending the license terms. This, they say, would encourage support of the technical shifts and the tremendous expenditures which would be entailed in new equipment and rebuilding and relocating stations. With this increased investment broadcasters feel they should be accorded a greater degree of security which can only come through longer licenses.

How It Started

HERETOFORE, the FCC and its predecessor, the Radio Commission, have held that short-term licenses were desirable to keep the industry in a fluid state and make possible changes in assignments that will be in accord with modern engineering technique. Broadcasters say that since the projected realignment—the first since 1928—is designed to accomplish the identical purpose of bringing technical broadcasting up to maximum standards and to stabilize it, the economic plight of the broadcaster also should be taken into account and safeguarded concurrently through granting of licenses under the maximum terms specified in the law. The three-year maximum licensing term has been in the law since the original Radio Act was adopted in 1927. For the first several years under the Radio Commission, licenses were issued for three months, and then extended to the six-month period.

It has been repeatedly argued by broadcasters that fear of "freezing" broadcasting allocations by granting longer licenses is ill-founded, since the FCC can always use its power of revocation in handling cases involving wilful and serious infractions of the law. The FCC, however, has elected in all cases to pursue the course of designating license renewals for hearing, rather than the direct course of revocation.

Meanwhile the status of the realignment proposal on regional stations remained unchanged. The Broadcast Division is awaiting receipt of the Engineering Department recommendations governing high-power stations, still expected about Dec. 15. These recommendations, broadly, are expected to encompass a proposal that minimum, rather than maximum power, on some 25 of the 40 so-called clear channels be established at 50,000 watts, with those channels earmarked for eventual 500,000 watt operation. The remaining channels designated as "clear" would be duplicated east and west. About 10 of them already are in the non-clear category because of the assignment of other stations on the waves at night.

Members of the Broadcast Division already have declared their intention of setting the proposed rules governing the regional and clear channel recommendations for general hearing before final action is taken. Should the clear channel proposal be submitted about the middle of December, it is figured that the hearing will be scheduled in March, to allow sufficient time for all parties to prepare for it.

Appointment of Lieut. Commander T. A. M. Craven as chief engineer of the FCC, (reported elsewhere in this issue) may have a bearing upon the engineering department recommendations. On the major points, however, it is believed that he is in accord with the views of Andrew D. Ring, assistant chief engineer in charge of the Broadcast Division, who is in immediate charge of the preparation of the recommendations.

Another factor that may have bearing upon the reallocation recommendations is that of consideration of the rules and regulations now being redrafted by the FCC. Present rules in force are those adopted in 1932 by the former Radio Commission, and only certain of them have been revised. Promulgation of the new rules and regulations is considered desirable in advance of the consideration and setting for general hearing of the important realignment recommendations.

RADIO'S NEWEST PORTIAS—Left to right we have the Misses Mary Elizabeth Erickson, recently of Washington State, and Violet Lowry, of Hot Springs, Ark., newest lady members of the FCC legal staff. Both have been with the FCC for about a year, having enrolled initially as stenographers. They have been promoted and assigned to the Broadcast Section of the Law Department.

Five Companies Consent To FTC Order to Cease Making Certain Claims

FIVE companies which have used radio along with other media have signed stipulations with the Federal Trade Commission to discontinue advertising practices designated by the FTC as unfair. The concerns are:

Health Products Corp., Newark (Feen-A-Mint) agrees to cease representing it "is the only thing that will relieve constipation troubles satisfactorily, and that it is the most scientifically modern way to get rid of constipation and headaches."

Wyeth Chemical Co., New York (Jad Salts) agrees to cease advertising the preparation "will melt fat away and cleanse the system, keeping it clear of waste matter, toxins and depleting poisons" as well as other assertions.

Pro-Ker Laboratories Inc., New York (scalp treatment) agrees to cease claiming it "is a competent treatment for baldness or any other hair troubles, and that it will replace falling hair or retain the amount of hair on the head at the time the use of the product is begun. It will no longer be advertised that this product makes the scalp vital, healthy, or strong, and creates the perfect hair-growing condition."

Musterole Co., Cleveland agrees to cease asserting that Musterole "will penetrate to the seat of trouble, and prevent chest colds or croupy coughs from becoming serious, or that there is no muscular pain, sore throat or cold too severe for Musterole." It will be no longer advertised that Musterole will ease or relieve any condition within any definite period of time.

Jergens-Woodbury Sales Corp., Cincinnati (facial cream) agrees to cease representing "that its products constitute a new or unique protection from the danger of blemishes, or that they will give the skin the care that makes beauty safe, or change aging dryness to 'supple youth'." Further "it will no longer be alleged that Element 576 brings directly to the skin vital energy, or such energy as vitamins in food bring to the body, or that Element 576 in Woodbury's cold cream causes the oil glands beneath the skin's outer surface to function better."

WHEN the annual automobile show was held in Omaha last month, a radio amateur contest was featured—but not before a bitter fight against it was launched by the local musicians' union on the grounds that amateur shows were depriving musicians of work.

Sarnoff Urges Against Radio Shakeup

Says Television and Other Radio Developments Should Be Considered Before Radical Changes Are Made

PROSPECTS of television, facsimile and ultra-short wave broadcasting, while still indefinite, should be sufficient to deter federal authorities from ordering any "radical upheaval" of the existing broadcasting structure, David Sarnoff, RCA president and chairman of the board of NBC, declared while on a business trip in Washington Nov. 26 in company with E. T. Cunningham, president of RCA Mfg. Co., and Dr. Vladimir Zworykin, developer of the iconoscope which is the basis of RCA's laboratory television developments.

Asserting that he was not criticising any specific reallocation plan of the FCC but was concerned only with a "general principle"—namely, that the FCC and its engineers should thoroughly probe these pending new developments in radio before doing anything drastic to existing broadcasting—Mr. Sarnoff's remarks were obviously inspired by the proposals now before the FCC for superpower on clear channels and power boosts on certain of the regional channels.

Pending Developments

THESE PLANS, now before the FCC in engineering reports and discussed fully in the previous issues of BROADCASTING, are still awaiting Commission action. It has been stated by FCC Chairman Prall, with whom Mr. Sarnoff discussed his views prior to his Washington visit, that both the superpower and clear channel boosts will be subjects of hearings before the FCC sometime next spring, probably in March. Mr. Sarnoff's views, accordingly, are presumed to reflect at least tentatively the stand that may be taken by RCA and NBC at the forthcoming hearings.

Mr. Sarnoff declined to state that he was opposed specifically to superpower of the 500,000-watt variety, suggested for 25 clear channels in order to give better rural and remote coverage. Nor would he comment on the proposals to duplicate East-West Coast operations day and night on 15 other clear channels, which is also understood to be contemplated by FCC engineers. Still another FCC engineering proposal embraces increases to 5,000 watts in the night powers of certain regional stations operating on seven regional channels—a proposal being fought by CBS on the grounds that of the 28 stations affected, 18 are affiliated with NBC networks, five with CBS and five are independent.

"I know very little about these specific changes," said Mr. Sarnoff, "and I am not concerned with them. Anything I say or have said is addressed to the general principle that nothing should be done at the present time to change the base of the present broadcasting structure, at least not until the Commission has thoroughly studied and determined for itself how these new things will fit into the general picture.

"I see in the forthcoming development of radio such important services as television, facsimile and new uses for the ultra-short waves. All of these are in the offing, and will add new problems to radio. Any radical disturbance of the present broadcasting system will only serve to add to confusion rather than pave the way for these new services."

Mr. Sarnoff also revealed that the first actual tests of television transmission on the ultra-short waves by RCA, preparatory to determination as to how and when it will be introduced publicly, will be undertaken soon with brand new equipment now being installed atop the Empire State Building in New York. This will be the new visual broadcasting station promised in his report to stockholders last summer, which it was at first thought might be erected in or near Philadelphia.

Various types of receiving equipment will be stationed throughout the New York metropolitan area, early next spring, to study the transmission and reception effects. These, however, will be in the hands of experts and will not be offered on the market. Mr. Sarnoff said he could not predict, until the Empire State experiments are well under way, when a regular program service could be offered which will be a necessary forerunner to the placing of televisors on the public market.

* * *

"TELEVISION, when we get it, is going to be *good*, so good that the motion picture industry is already beginning to wonder what will happen to it." Thus Owen P. White, writing in the Nov. 30 *Collier's*, concludes an article on his observations of RCA's still closely guarded television developments at its Camden laboratories. Mr. White is the first writer to have been admitted to the laboratories to describe his observations, and in a carefully worded article he substantiates the increasing belief that television is a technical reality that will startle the public when it is ultimately introduced.

Mr. White devotes the larger part of his article to the history of the technical development of television, paying particular attention to the iconoscope developed by Dr. V. K. Zworykin, former Westinghouse engineer now stationed at Camden. The iconoscope he calls a duplication of the human eye and its functions. It is the cathode ray tube that will be the heart of television transmission and reception in the same way that the vacuum tube is the heart of audible radio.

The article stresses the point that the research men are devoted to television solely as a scientific art, leaving to others the proposed practical introduction. As to when it will be introduced in the homes, that "is now being decided", according to Mr. White's article, which bears out the statement of David Sarnoff, RCA president, that RCA's first experimental television station will be in operation —probably from the Empire State Building—some time next spring. The article then quotes from the Sarnoff statement, upon which Mr. Sarnoff also amplifies some observations of deep significance to everyone interested in the business of broadcasting.

"Quite a While Yet"

IN THE interview with Mr. Sarnoff, Mr. White adduces "that it will probably be quite a while yet before a television set that is of real value to the public is on the market." But Mr. Sarnoff is wholly optimistic about the ultimate place of television, as indicated in the following from the interview:

"In the laboratory sense," said Mr. Sarnoff in reply to a query, "television is here, but as a *system* for the transmission of pictures it is not here, nor is it even around the corner. There are numerous reasons why this is true. In the first place, from the apparatus standpoint, the transmission of pictures is entirely different from the transmission of sound. Any old sound receiver, even the amateur crystal sets of years ago, can still pick up programs from any standard transmitting station. Thus sound sets do not become obsolete. Unless they are fully standardized television sets will. The reason is this: In television every receiving set must be perfectly coordinated as to number of lines, method of scanning, size of picture and synchronization of signals with the transmitter at the broadcasting station, or else it will not work. This means, as you can see, in case a few million receivers are sold to the pubic, that the television art is frozen to their capabilities because any material change in the *system*, due to new discoveries, would instantly render all the receivers inoperative. The manufacturers of television equipment, therefore, must be absolutely sure they are right before they can go ahead. However—" and at this point Mr. Sarnoff literally exuded confidence—"we will be. As the result of field tests which the radio industry is now prepared to make we are sure that, well, let us say within a couple of years, we will be able to produce standardized transmitters and receivers that will provide the people with satisfactory television for quite a number of years."

Transmission Problems

NEXT, as the second difficulty to be overcome before a television system with nation-wide coverage could be established, Mr. Sarnoff said this:

"Television is carried on ultra short waves whose effective broadcasting range, so far as we now know, is only as far as you can see, or about twenty-five or thirty miles. To send a television program from New York to Philadelphia would require three or four relay stations and of course it wouldn't be practical to cover the entire country with thousands of such stations. The alternative, therefore, is a wire hook-up, but here also there is a difficulty because television, being short wave and high frequency, requires the use of an entirely different cable from sound, which, as you know, can be carried over telephone wires. Obviously then, what this means is that, for national coverage, television must, at a tremendous cost, construct a network of its own; or resort to the impractical method of setting up many thousand relay stations. But"—and here again Mr. Sarnoff reaffirmed his faith—"we will do one or the other because we are going to have television. The people in this country are demanding it and, as you may have noticed, whenever the public demands anything in the way of a service it generally gets it."

"Yes," I replied, "I've noticed that that's so, but, when television does come, in two years, or four maybe, what effect will it have on broadcasting, and how will the public receive it?"

"Your first question's easy," an-

(*Continued on page 53*)

A NEW TERM—"APEX" STATIONS

Name for Operators In Ultra-high Frequencies Coined —By Andrew D. Ring of the FCC Staff—

THOSE ultra-high frequency broadcasting stations, a dozen of which already are licensed for experimental operation, more than likely will be known as "apex" stations in the future—a term that eventually will be classified along with "clear channel", "regional" and "local" in describing the category of particular stations.

The word was coined by Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting. In the new regulations governing station operations it is probable that they will be so identified. According to Mr. Ring the term "apex" will mean a station licensed for the experimental transmission on the very high frequencies of broadcast programs for general public reception. "Apex", according to the dictionary, means "on the highest point" or the "highest point of a cone". These ultra high frequency stations must be located upon a high point, since their signals simulate light and must "rain down" for good reception.

It is probable that power up to 1,000 watts will be allowed on these experimental stations, which will be in the band between 25,000 and 42,000 kc. The *St. Louis Post-Dispatch* recently began regularly scheduled "apex" station operation and it is reported that CBS is contemplating a new station for similar operation in New York.

NBC NOT TO MOVE WESTERN OFFICES

WITH NBC rushing its new $500,000 Hollywood studios and executive offices to completion for use by Dec. 7, when dedication ceremonies are scheduled, Don E. Gilman, western division vice president, vigorously denied that the western division headquarters would be moved.

"It is emphatically *not* true that we plan to make Hollywood our Pacific Coast headquarters," Mr. Gilman said. "It's true that we have invested half a million dollars there and that programs originating in Hollywood will probably become more numerous as time goes on. But we also have a $2,000,000 investment in San Francisco. Besides, the Southern California studios and offices wouldn't be large enough to accommodate our large San Francisco staff even if we wanted to move South."

With the opening of the new NBC plant in Hollywood, Mr. Gilman expects to spend much of his time there. His personal secretary, Miss Sarah Hobson, already has moved from San Francisco to Hollywood.

CBS to Originate Pacific Programs

Network Combines Sustaining, Commercial Departments

COINCIDENT with the announcement Nov. 22 by CBS that W. B. Lewis, now in charge of the commercial program department, will become program director, it was disclosed that CBS on Jan. 1 will originate its own programs on the Pacific Coast both for the Coastal segment of its network and for transcontinental broadcasts.

CBS announced that its commercial and sustaining program departments will be combined as of Jan. 1. Growing demand for program service and continual improvement in standards of entertainment, it was said, have made it advisable to create a single, flexible unit, staffed to deal expertly with all phases of the radio broadcast.

Unified Direction

WITH the combination of the two departments all the business and administrative functions will be placed under one head, who in turn will be relieved of the responsibility of actual program building because the ever-increasing scope makes it inadvisable for a single individual to direct both phases of the work.

Lawrence W. Lowman, vice president in charge of operations, whose present duties include the sustaining phase of programming, will be the administrative head of the new combined department. Mr. Lewis, former agency executive, will assume charge of program building activities with the title "director of broadcasts."

Mr. Lewis and several other program and technical officials of CBS, were on the Coast in November in connection with program and studio arrangements of the origination of CBS programs from Hollywood. Studios of the Don Lee Broadcasting System, CBS Coast affiliate, have been used for most of the programs originating there.

Benefits Radio Presents To the Local Advertiser Described by Al Rose

RADIO offers unusual opportunities for the local merchant or sectional advertiser, Al Rose, advertising director of WMCA, New York, told the Association of Advertising Men in New York, Nov. 21, but he reminded that the local advertiser with a limited budget should not try to emulate network sponsors in the type of show put on the air.

Speaking on "The Local Advertiser in Radio", Mr. Rose said such advertisers have three important weapons at their disposal. First of these is a tieup with a local personality enjoying a large local following. The second weapon is a tieup with a local feature of popular interest such as a sporting event, stage show, and features of this type.

The third weapon is a program geared to the tastes and entertainment preferences of the local audience, Mr. Rose said, citing a hot Harlem show to reach Harlemites, a German band to reach Milwaukeeans and a hymn program to reach Philadelphians.

KWKH SHORT WAVES—Major General S. Ito, head of the engineering division of the Aviation section of the Japanese Army, giving his impression of Barksdale Field, the great Army flying field, Shreveport. In the photo, left to right, are Jack Keasler, publicity director of KWKH; Col. Gerald Brandt, commander of Barksdale Field; Major General Ito and Jack Gelzer, chief announcer of KWKH.

KWKH SHORT-WAVE EXPERIMENTS

How Novel Programs Are Offered by Louisiana Station With Little 5-watt Transmitter

FACED with the problem of creating new and different programs for a blase audience that is used to hearing personalities from all parts of the world in the span of one day, KWKH, Shreveport, La., is experimenting with short-wave broadcasts.

The broadcast of the thrilling moment when a huge gusher came to life in the Rodessa oil field, just north of Shreveport, convinced the management of KWKH that listeners want and appreciate unusual events on the air.

W. E. Antony, KWKH chief engineer and one of the pioneer radio amateurs in the South, voiced the opinion that a portable short-wave transmitter would make accessible many events which, because of their remote nature or sudden occurrence, could not be broadcast. Application was made to the FCC and permission was granted for the construction and use of portable short-wave transmitter KILB. The frequencies allotted were 1646, 2090, 2190, and 2830 kc, and the unit was constructed to have an output of 5 watts.

The transmitter was constructed to be carried in the trunk, or luggage compartment of a light sedan. The antenna rod was installed on the rear bumper of the car, while the tuning dials were placed in a cabinet on the instrument board in the front of the automobile. Arrangements were made to "mix" two microphones, one equipped with several hundred feet of cable while the other was intended for use in a short radius of the car.

A suitable "pick-up" point was selected, as free as possible from interference, and a sensitive short-wave receiver was obtained to receive and boost through an ordinary telephone line to the station's input amplifier the signals from KILB.

The first short-wave broadcast originated from the Louisiana State Fair Grounds. Despite the fact that the "pick-up" point was several miles distant, the 5 w. output of KILB was sufficient to send the signal through with good quality and tone. The car in which the transmitter was installed was driven down the midway and to other points of interest. Announcers interviewed performers, picked up barkers and the other interesting sounds, and in general "put the Fair on the air". Listeners were generous in their praise, and in turn were promised other unusual broadcasts "if and when" something unusual happens.

A short time later, Major General Ito, high ranking officer of the Japanese Army, was accorded an inspection tour of Barksdale Field, the great Army post near Shreveport.

In the Schools, Too

AT THE time of the broadcast, one Shreveport school dismissed all classes and the students were assembled in the auditorium of the building to hear the interesting and education feature. Later they were asked to write themes on the subject, "What I Heard On The Air From KWKH".

The car carrying the short-wave transmitter was driven out to the flying field and a detailed account of the inspection of planes and pilots by the Japanese emissary was broadcast. Again comments came in from listeners. Cards were received from distant points. KWKH was once more praised for its enterprising policy in bringing to listeners unusual events they otherwise would not hear.

Later, the short-wave transmitter was used again in broadcasting a description of a huge Charity Air Show staged at Barksdale Field.

The practicability of a mobile short-wave transmitter was demonstrated in dramatic fashion on the latest assignment to date for KILB. Late in the evening of Nov. 14 shortly before ten o'clock KWKH received the news that a gas well 12 miles south of Shreveport had "come in" suddenly, gone beyond control and caught fire. Listeners were advised over the air that KWKH's mobile transmitter would be dispatched to the scene immediately, and if possible a broadcast would be staged from the vicinity of the blazing gas well, which at that time was lighting up the sky for miles in all directions.

Within an hour's time, the short-wave transmitter was on the air, as the car was being driven to the scene of the fire. Speeding along at a mile a minute the announcer described the hurried preparations that had been made. Thirty minutes later the mobile transmitter was parked in the woods 300 feet from the blazing well. KWKH listeners heard in vivid fashion the roar created by fifty million cubic feet of gas escaping and sending flames over a hundred feet into the air. The gas well was located about 12 miles air line from the "pick-up" point where the receiver had been installed, yet the small wattage of the short-wave transmitter sent the signal through with suitable volume.

The power of KWKH's mobile transmitter is being increased, a short wave receiver is being installed in the station's control room, and in the future the station will be prepared to broadcast any event within a reasonable distance in a minimum of time.

Two Utility Groups Using Radio Series

Gas and Electric Associations Have Institutional Programs

REGIONAL ADVERTISERS Inc., New York, for gas companies as far West as Buffalo, South to Washington, D. C., and through the New England states, on Dec. 4 will launch the *Mystery Chef* on 11 NBC-WEAF stations, Wednesdays and Fridays, 10:30 - 10:45 a. m. Stations to be used include WEAF, WTIC, WTAG, WEEI, WJAR, WCSH, KYW, WFBR, WRC, WGY and WBEN.

To supplement this network, the sponsors will use RCA - Victor transcriptions on WHAM, Rochester, and WSYR, Syracuse, for a twice - weekly quarter - hour daytime period.

The object of the program is to increase the use of gas for cooking through the enticing recipes concocted by the *Mystery Chef's* recipes. Most of the gas companies sponsoring the *Mystery Chef* are members of the American Gas Association but membership in this organization is not obligatory to participation in the cooperative radio campaign.

Electricity Series

ANOTHER utility program on the air for a number of weeks is sponsored under the name of General Electric Co., but it is understood that electric light companies in the communities where the program is broadcast are participating. The program is a late Sunday night show over 13 NBC-WEAF stations, 11-11:30 p. m.

The *Mystery Chef* program has been signed for 52 weeks and is handled by McCann-Erickson Inc., New York agency. The General Electric program is handled by Batten, Barton, Durstine & Osborn Inc., New York, and the initial contract is for 26 weeks.

How Leading Industries Use Networks

Analysis Breaking Down Expenditures by Groups Shows Drugs and Toilet Goods, Foods Are in the Lead

DRUGS and toilet goods are continuing their network dominance in amount of money spent, with foods and food beverages in second place, according to an analysis of NBC and CBS business. The figures include network expenditures of advertisers since the early days of network broadcasting.

All the leading groups of products advertised over the networks had to reach new highs this year to retain their place in the dollar volume column. In fact one group—tobacco—was superseded by the petroleum industry. This takes the latter industry into fourth position while the tobacco group falls to fifth place. The combined NBC and CBS figures were compiled by National Advertising Records.

Increase for Year

FOR THE first ten months of this year the total network advertising stands at approximately $39,600,000 compared with the 1934 ten-month total of $33,800,000, an increase for the period of about $6,000,000. It is estimated that the yearly sales for 1935 will be well over the $50,000,000 mark, in contrast to last year's total of $42,700,000.

Yearly totals for the combined networks since 1928 to 1934 follow: 1928, $10,228,000; 1929, $19,096,000; 1930, $27,694,000; 1931, $37,502,000; 1932, $39,107,000; 1933, $31,516,000; 1934, $42,659,000.

The adjoining table reveals an orderly and steady advance in network business from 1928 to 1932 with a recession in 1933 and a rebound to new heights in 1934 and a still greater total volume assured for this year. While the percentage of increase for 1935 was not so great as in 1934 it is recalled that the networks have had to refuse 1935 business because of inability to clear time. The "sold-out" sign has been hanging out for a long time on choice Sunday and evening hours. Furthermore, the rulings on laxatives, deodorants, etc. barred the use of radio to manufacturers of many such products.

In the financial and insurance column after 1932 there was a sharp drop because NAR shifted the Cities Service figures to the petroleum column, a sharp increase coming in the latter column in 1933. Under miscellaneous are listed such products as dog food, motion picture advertising, politics, the Young & Rubicam *Radio Household Institute* which was discontinued in 1930, and coal. During 1928 and 1932 this column reached its highest figure because of presidential elections. No doubt this same trend will be noted when the 1936 figures are compiled.

Another group that goes up and down is the machinery column, which dropped off after 1932. Here NAR moved accounts such as General Electric and Westinghouse into the house furnishing division, a more logical place for advertisers using radio to promote refrigerators, radios and lamps.

The leading radio advertisers during the first two years shown on this table were the radio receiver manufacturers. In 1930 they fell to third position; in 1931 they fell off sharply to twelfth place and this drop continued throughout 1932 when they were sixteenth. In 1933 part of this loss was recovered, the radio manufacturers coming up to ninth position and in the last two years they have been in eighth place. Philco, Atwater-Kent and RCA have been the bulwarks behind these figures.

A Steady Climb

THE DRUG and toilet goods group has increased its radio constantly. Even during the bottom depression years the group continued to climb. The increase has been a rise from fourth position with an annual outlay of $1,000,000 to first position in 1934, a position it retains in 1935 with an estimated total for the year of $16,000,000. Estimated totals for the other leaders follow: Food, $13,000,000; automotive, $5,000,000; lubricants and petroleum, $3,800,000; tobacco products, $3,600,000.

All, but one of the above industries—tobacco—reached new highs for network advertising in 1935. The tobacco division's peak years were in 1931-32 when the industry was in third position with a dollar volume of over $5,000,000 in 1931 and over $6,000,000 in 1932. American Tobacco Co. (Lucky Strike) was the big advertiser during this period.

The years 1929-30 saw highs for the shoe industry with Dunn & McCarthy (Enna Jettick), Florsheim, Hamilton Brown, United States Rubber Co. (Keds), and a number of other shoe accounts using radio. When the depression continued to deepen in 1931 most of these companies drastically curtailed all their advertising.

A newcomer to this list of industries using radio was added last year—wines, beers and liquors, although there are no wines or liquors on the networks. Beer is the only product advertised via the networks with the Schlitz Brewing Co., (Schlitz beer) and Premier-Pabst Sales Co., (Pabst Blue Ribbon beer) being the advertisers during 1934 and only the latter in 1935. Recently the Pabst program was taken over by American Can Co. so actually the only beer sponsor on the networks is Krueger Brewing Co. (canned beer and ale) which began a new series over a split CBS network early in November. Figures for this company naturally are not included in the computation.

Many Increases

THE BULK of radio advertising is being concentrated in the first five groups. For the last two years approximately five-sixths of all network advertising has been done by the above mentioned groups, namely: Drugs and toilet goods; foods and food beverages; automotive; lubricants and petroleum; and cigars, cigarettes and tobacco.

Industries which showed dollar volume increase over their 1934 figures are: Soaps and housekeepers' supplies; confectionery and soft drinks; radios; house furnishings; stationery and publishers; building material; office equipment; shoes; jewelry and silverware; and schools, camps, and correspondence schools. The sporting goods column has been dormant for the last three years.

Figures released for Mutual Broadcasting System, which cover the month of October, show total sales for the month of $168,789. A break-down of this figure shows that the business was derived from the following groups: Drugs and toilet goods, $68,185; foods and food beverages, $39,010; automotive (largely the Ford world series), $28,795; soaps and housekeepers' supplies, $8,174; cigars, cigarettes and tobacco, $3,420; house furniture and furnishings, $5,100; miscellaneous, $6,963; jewelry and silverware, $9,142.

WEMP on the Air

WEMP, Milwaukee, new 100-watt daytime station on 1310 kc., licensed to the Milwaukee Broadcasting Co., was formally opened Nov. 24 with welcoming addresses by prominent public figures and representatives of civic, labor, educational and religious groups. WEMP has a Truscon vertical antenna mounted on the 14-story Empire Bldg., where its studios are located. John C. Mevius, formerly of WHAT, Philadelphia, is manager. Merrill Trapp, formerly with NBC, is program director and chief announcer. Paul Skinner, announcer, formerly was with WIBA, Madison, Wis. Charles Golling, Chicago, handles continuity. Hobart Donovan, announcer, formerly was with Boston stations. Ray Host, chief engineer, comes from WRJN, Racine, and Irving Strassman was with Philadelphia stations.

L. C. SMITH & CORONA TYPEWRITERS Inc., Syracuse, in December will start *Nine to Five*, a dramatic program, on 18 NBC-WJZ stations, Thursdays, 7:15-7:30 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

GROSS EXPENDITURES FOR NETWORK RADIO BY INDUSTRIES*

NBC & CBS

Industries	*1928*	*1929*	*1930*	*1931*	*1932*	*1933*	*1934*	*Jan.-Oct. 1935*
Drugs and Toilet Goods	$ 977,552	$1,940,562	$3,239,753	$6,106,667	$ 8,526,268	$7,999,873	$13,982,287	$13,211,390
Foods and Food Beverages	733,476	2,025,176	5,264,116	8,957,021	11,297,227	9,489,963	11,747,601	10,788,785
Automotive	1,249,000	1,720,803	1,355,414	1,313,923	1,939,014	2,318,309	3,772,486	3,481,632
Lubricants and Petroleum	311,279	961,439	1,495,338	1,183,346	2,663,857	3,589,148	2,956,347	2,925,868
Cigars, Cigarettes, Tobacco	387,030	1,348,502	2,076,114	5,371,117	6,245,223	2,909,632	3,181,988	2,741,553
Soaps and Housekeepers' Supplies	182,148	238,372	532,998	1,419,883	1,119,592	1,001,082	1,957,116	1,959,985
Confectionery and Soft Drinks	701,164	563,984	839,070	1,359,919	1,635,096	1,227,634	1,187,179	1,018,245
Radios, Phonographs	2,081,775	3,740,762	2,402,508	909,957	167,757	593,455	656,090	835,972
House Furniture and Furnishings	409,589	581,326	629,283	795,841	867,440	440,796	417,065	458,918
Financial and Insurance	656,147	923,377	1,209,644	1,493,351	1,251,977	669,495	611,822	360,036
Stationery and Publishers	602,478	886,044	1,421,922	1,359,001	750,298	198,296	409,112	383,540
Clothing and Dry Goods	61,787	315,179	581,051	575,139	395,144	405,054	338,612	281,279
Wines, Beers, and Liquors							466,479	225,805
Building Materials	42,144	233,704	683,065	387,749	18,296	79,557	205,811	201,157
Miscellaneous	1,407,023	1,118,566	997,670	1,096,938	1,325,870	138,627	163,444	182,998
Paints and Hardware	28,092	143,054	198,696	727,243	435,955	150,984	212,153	164,010
Office Equipment	22,760	43,626	77,053	83,522	35,653	151,125	150,315	151,809
Shoes, Furnishings	190,135	367,293	834,392	1,261,430	396,151	8,743	39,660	59,369
Travel and Hotels	99,243	866,906	1,359,618	170,821	41,551	123,786	84,417	46,150
Jewelry and Silverware	46,596	36,720	432,049	113,770	150,638	24,963	26,787	72,489
Schools, Camps, Correspondence Schools			20,379	17,237				38,074
Garden	4,748	936	91,644	87,380	60,690	18,922	28,481	21,200
Machinery and Mechanical Supplies	13,830	592,947	910,151	727,041	657,615	44,721	61,757	16,714
Sporting Goods	44,500	75,893	167,228	269,003	97,678			

* *Source "National Advertising Records."*

A Symphony Broadcast From the Inside

How CBS Places Its Microphones and Handles the Dials When the Philharmonic Symphony Is on the Air

By DAVIDSON TAYLOR

Producer and Announcer of Symphonic Concerts for CBS.

ON THE AFTERNOON of Dec. 1, 1935, Otto Klemperer is to conduct a radio request program as the 200th concert by the Philharmonic Symphony Society of New York over CBS.

On Oct. 5, 1930, when the orchestra was first heard over CBS, comparatively little was known about picking up large instrumental ensembles from concert halls arranged for benefit of a visible audience.

Now, most stations in any sizeable American city have been confronted with a remote symphonic broadcast. Big orchestras are becoming more numerous, and the public demand for the music they play is increasing.

CBS's technical experience, the problems met and solved, in these 200 broadcasts may interest producers who have met, or who will meet, similar problems. In this recapitulation, the limitations inherent in the best equipment available will be taken for granted.

BETWEEN SYMPHONY AND AUDIENCE — Sits Davidson Taylor, producer and announcer of concerts for CBS. Here he is, following a symphonic score and his own script, with stop watch ticking off the seconds. In this article he tells how the network handles the Philharmonic broadcasts, with interesting sidelights on technical tricks.

Two Kinds of Pickups

IN GENERAL, symphonic pickups are of two kinds. In the first variety, the listener hears the orchestra much as the conductor hears it; the perspective is close, the definition sharp, and the choirs easily distinguishable to a critical ear. In the second variety, the listener hears the orchestra much as the holder of a fine seat in the house would hear it; the definition is not so marked, and the ensemble is better fused.

The Philharmonic is heard on the air much as it sounds to a man in about Row H Center of Carnegie Hall. Fortunately, Carnegie Hall has such fine acoustics that a velocity microphone occupying the best listening point in an audience of average numbers is correctly located. The principle of the broadcasts is to offer the performance as it sounds in the hall.

For the last two seasons, a single ribbon microphone has been suspended about 20 feet above stage level, inclined at an angle of about 15 degrees downward and 5 degrees toward the first violins. Its distance from the nearest player has been half the width of the orchestra's spread. In other words, the single microphone is hung at the nearest point which will include the entire orchestra in the microphone's useful angle of 90 degrees. Whether the musicians are banked, as Mr. Toscanini arranges them, or on a flat stage, as Mr. Klemperer prefers, this placement has proved generally satisfactory for ochestral numbers.

CBS inclines to single mike setups in all possible cases. This year, however, we are experimenting with two microphones, bracketed about six inches apart at an angle of 120 degrees to each other. One microphone centers on the first violins and the other on the seconds. The unit is placed somewhat nearer the orchestra than the single microphone was hung. We are hoping to gain a binaural perspective from this device. It seems to improve the string definition slightly, while leaving unaltered the concert blend.

The placement was determined by the production manager of the network in the fall of 1933, and has not been substantially altered since. Since the advantages of the current experiment have not been tested thus far with all types of combination, the analysis will proceed upon the basis of a single microphone for the orchestra.

When There Are Solos

IN PIANO concertos, it may be well to move the mike a foot or two to one side. The raised wing shuts off a lot of strings and woodwinds, and if the piano is centered on the axis of a directional microphone, the instrument's dynamic advantages accent the solo part too prominently.

When a violinist is playing a concerto, a second microphone is sometimes used on the stage, dead side to the orchestra and 12 feet to the soloist's right. It is not turned on unless his part is too obscured by the ensemble. Big choral groups usually sit upstage, and no added mike is used for them. It is notoriously difficult to secure definition in recording large choruses, but Hugh Ross, director of the Schola Cantorum, says that in our broadcasts he can detect in his choir flaws which have escaped the naked ear. If a solo quartet sits midway in the front row of the chorus, an added microphone is placed in front of them with the weaker voices nearer its axis. Sometimes a pressure or dynamic microphone, with high fidelity but less direction, is preferable for these circumstances where radio must adapt itself to a predetermined setting and yet achieve its balance.

Vocal soloists downstage require individual treatment. Emanuel List, whose voice is mellow, can be heard over a full orchestral fortissimo on the house mike. Other singers with more "steel" need assistance even when they have a pianissimo accompaniment. The part may lie badly for their tessitura. The composer too may be to blame. Wagner overrode his voices with the orchestra at times in the *Flying Dutchman*, yet in the *Ring* the voice floats through an equally loud instrumental tutti with ease.

The ear of the radio listener will not tolerate such dominance of the accompaniment as is permissible when the soloist is visible. Ideally, the conductor should be solely responsible for the relationship between soloist and orchestra. To introduce a second mike leaves the balance at the mercy of the engineer and the producer.

Every effort is made to represent the composer exactly as the conductor interprets him. The CBS producer follows the score, leaving the engineer free to watch the volume indicator. He warns the technician of sudden attacks. He also anticipates crescendos, which are modified imperceptibly by degrees, so that when they reach their peak, the needle will kick only 30. Extended soft passages are brought up so that the needle will barely move. The listener must not be driven from his seat to turn his speaker down at the fortissimo, nor must he be dragged from his chair to turn the radio up for the pianissimo. Speech we allow to peak 20, but applause becomes offensive on these concerts if allowed to peak more than 10 on the galvanometer. But with the music, we try to err on the side of laissez-faire, and not to modify the tonal picture in the hall.

And the Weather

THE MORE musical the conductor, the simpler the broadcast. Hans Lange feels that Debussy and certain other composers do not broadcast well. However, anything Mr. Lange plays on Sunday afternoons broadcasts well, because he has proportion.

Aside from failures of the radio equipment and personnel, a wet, warm day may rob the orchestra of all its brilliance. Otherwise, conductors can be damaging if they have a penchant for the bass or are given to unpredictable bursts of dynamic fury or are in any way capricious.

Mr. Toscanini presents almost no problems. He never neglects a marking. Always he searches for the melody and balances the parts against each other. His transitions are so consistent and inescapable that they could almost be graphed. This reverence for the logic of the score is no small part of his artistry and it improves his broadcasts incalculably.

Perhaps the most perfect broadcast CBS has ever done with the Philharmonic was Heifetz's playing of the Brahms Violin Concerto under Toscanini last season. The solo mike was not turned on. Of course the engineer and producer followed the rehearsals but they might have saved themselves the labor. Mr. Heifetz and Mr. Toscanini scarcely glanced at one another. There was a perfect understanding between the two of them and Brahms. That concert represents the ideal in symphonic broadcasts.

NBC Music Competition Draws 1500 Entries for Original Chamber Music

COMPETITION for the NBC Music Guild Awards of $1,000, $500 and $250 for new and original chamber music works by native and naturalized composers now involves more than 1,500 composers.

Deems Taylor, celebrated American composer, radio commentator and musical advisor of N. W. Ayer & Son, was the first to enter. Two hundred composers have since called at NBC headquarters in Radio City for official entry blanks; 750 have requested these by mail; and more than 600 have obtained entry blanks from NBC's network stations.

Under the terms of the awards, all manuscripts must be filed anonymously, with the composer's true name on an official entry blank enclosed in an official envelope bearing the composer's pseudonym. The necessary blanks and envelopes may be obtained from NBC's associated stations or by addressing the NBC Music Guild Awards Committee, 30 Rockefeller Plaza, New York, N. Y.

Awards are offered for compositions with a playing time of not less than 20 minutes nor more than 25 minutes. All manuscripts must be submitted by Feb. 29, 1936.

As announced by R. C. Patterson Jr., NBC executive vice president, "these awards are offered as an incentive to our music writers to express themselves in these enduring forms, and as a material recognition of merit on the part of American composers."

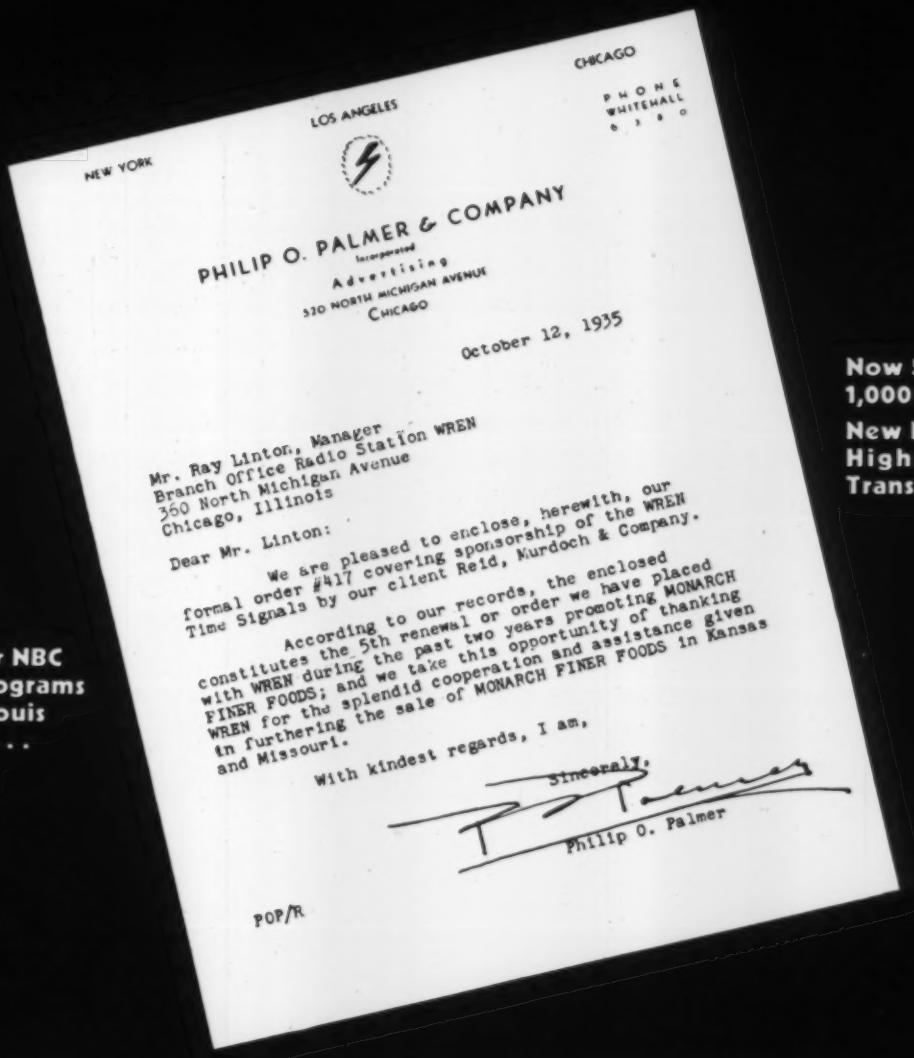
Shoe Account Spot

GENERAL SHOE Co., Nashville, Tenn., in December will begin a series of 13 five-minute transcriptions on a list of stations not yet selected. Badger, Browning & Hersey, New York, is the agency. The series is being transcribed by World Broadcasting System.

Reid, Murdoch & Company is a reliable institution offering excellent values in its "MONARCH FINER FOODS."

"WREN" is a reliable radio station offering wholesome programs to its listeners.

The combination of "MONARCH FINER FOODS" and "WREN" produces favorable results in Western Missouri and Eastern Kansas which includes the important trading centers of Kansas City, Topeka, and St. Joseph.



NEW YORK LOS ANGELES CHICAGO PHONE WHITEHALL 5 3 5 0

PHILIP O. PALMER & COMPANY
Incorporated
Advertising
520 NORTH MICHIGAN AVENUE
CHICAGO

October 12, 1935

Mr. Ray Linton, Manager
Branch Office Radio Station WREN
360 North Michigan Avenue
Chicago, Illinois

Dear Mr. Linton:

We are pleased to enclose, herewith, our formal order #417 covering sponsorship of the WREN Time Signals by our client Reid, Murdoch & Company.

According to our records, the enclosed constitutes the 5th renewal order we have placed with WREN during the past two years promoting MONARCH FINER FOODS; and we take this opportunity of thanking WREN for the splendid cooperation and assistance given in furthering the sale of MONARCH FINER FOODS in Kansas and Missouri.

With kindest regards, I am,

Sincerely,

Philip O. Palmer

POP/R

Only outlet for NBC Blue Network programs between St. Louis and Denver . . . 900 miles.

Now 5,000 Watts day . . . 1,000 Watts night.

New RCA Type 5-C High Fidelity Transmitter.

WREN

Chicago Branch Office,
Ray Linton,
360 N. Michigan Ave.
Telephone - State 9495.

Kansas City, Missouri,
Tom Flanagan,
Hotel Stats.
Telephone - Grand 5310.

Vernon H. (Bing) Smith,
General Manager.

Main Offices & Studios,
WREN Building,
Lawrence, Kansas.
Telephone - 110.

The Greatest Advertising Bargain in the Middle West

SHORT, SHORT stories told in a BIG, BIG way!

WIL — St. Louis, Mo. Four quarter-hour programs drew 26,000 pieces of mail as entries in a contest sponsored by the Missouri Insurance Co.—cost per letter—seven mills!

WKBH—La Crosse, Wisconsin. Erickson Bakery has used half-hour 6 days per week for 8 years; Continental Clothing has used two 1-minute spots daily for nearly two years; Krause Clothing has been on several spots weekly for over five years. A national automobile account is using 150 fifteen-minute programs yearly. WKBH brings results.

WBOW — Terre Haute, Ind. Old Trail Tonic—WBOW's cooperation and advertising effectiveness put Old Trail's products over in the Wabash Valley 100%—increasing daily schedule in 1936.

WHBF—Rock Island, Moline, Davenport, East Moline. The most potent factor in selling more merchandise in the Quad Cities. Newspaper publicity, merchandising, showmanship, complete technical facilities. Results like this: "* * * its splendid cooperation and merchandising job have all combined to show an immediate increase in sales for Willard Tablet."
—First United Broadcasters

WHBU—Anderson, Ind. Every live business institution in the territory uses WHBU. "Money Talks", a compilation of result stories and complete market statistics of this section is yours for the asking. Write for it. Learn how this market can be sold quickly and economically.

WSPA—Spartanburg, S. Carolina. If it's population you want—white buying population—WSPA offers the greatest mass white population within any 50-mile service area in the South. 860,953 by 1930 census. All working and buying.

KARK — Little Rock, Ark. These national advertisers find KARK the most economical and effective method of selling the State of Arkansas: Montgomery Ward, Household Utilities (Grunow), Blair Milling, Willard Tablet, Sterling Beer, Public National Life Insurance, Cook's Gold Blume Beer, Santa Fe Bus, Anhauser-Busch, American Beauty Flour.

KJBS—San Francisco, Calif. On the air 20 hours every day—all night long! Features United Press News, Alarm Klok Klub (7 years) revue 10 to midnight, Owl Program 1 a. m. to 6 a. m. (year round). All geared to serve fast stepping metropolitan population. To buy Frisco economically use KJBS.

KQW — San Jose, Calif. "The WLS of the West Coast" — Serving richest agricultural territory in California with news, farm features, weather and markets reports, closing prices on grain, livestock and dairy products. Serving the farmer and getting response. 24 national advertisers testing KQW reach and get results in Northern California. And—

The Northern California Broadcasting System consisting of KJBS, San Francisco and KQW, San Jose, will tell your story for less money.

WHEN YOU WANT

Program Ideas **Merchandising Plans**
Distributing Help **Rates and Honest Coverage Figures**
Buyers, not just listeners — Facts, not Fancies

"LET GEORGE DO IT"

GEORGE ROESLER

Radio Station Representative

360 N. Michigan Ave. **Chicago** **Central 8020**
238 General Motors Bldg. **Detroit** **Madison 2717**

WJR Asks Permit For Right to Sell Shares to Public

Files Application With SEC For 37,265 Shares, $5 Par

WJR, The Goodwill Station, Detroit, on Nov. 14 filed with the Securities & Exchange Commission in Washington an application to sell publicly 37,265 shares of $5 par capital stock, setting the approximate issuance date as Dec. 4, 1935. The offering contemplates original issuance of 28,065 shares to the underwriters, W. E. Hutton & Co., New York, with the underwriter having an option to purchase another 9,200 shares when and if WJR acquires all of the capital stock of WGAR, Cleveland.

According to W. E. Hutton & Co., the details in registering the WJR stock issue with the FCC have been handled with extreme care to avoid "ballyhoo" of a type that might inspire stock peddlers to come forth with swarms of radio offerings. The presentation to the SEC was designed to be a model for any future registrations in the radio field. The WJR stock will not be listed on the market.

The Hutton firm some months ago handled the transfer of a block of stock in WCAO, Baltimore. The underwriter bought the block and sold it in New York at $15 a share. The quotation at present is about $25 a share for the WCAO stock. The entire transaction was private.

First Radio Issue

AT THE SEC it was understood that the WJR issue was the first radio security to be submitted for registration.

Of the shares covered by the proposed registration, 12,500 are owned by George A. Richards, president and director; 8,000 by Leo J. Fitzpatrick, vice president, general manager and director; 2,000 by P. M. Thomas, secretary-treasurer and director; 700 by M. R. Mitchell, an employe; 300 by Lewis Allen Weiss, assistant general manager; 65 by W. A. Alfs, general counsel; 1,200 by John F. Patt, second vice president and general manager of WGAR Broadcasting Co.; 12,500 by Frances S. Richards (wife of George A. Richards).

WJR has pending before the FCC an application for authority to acquire all the outstanding stock of WGAR Broadcasting Co., owned as follows: George A. Richards, 625 shares; Leo J. Fitzpatrick, 225 shares; P. M. Thomas, 50 shares; John F. Patt, 100 shares. The SEC application states that the WJR board has authorized exchange of 20,000 WJR shares of $5 par for the 1,000 WGAR shares, which originally cost the owners $100 a share.

Outstanding Stock

THE WJR charter authorizes 200,000 shares of $5 capital stock, of which 130,000 shares are now outstanding. They are held principally as follows: George A. Richards, 37,700 shares; Frances S. Richards, 52,000; Leo J. Fitzpatrick, 27,040; P. M. Thomas, 6,760.

It is stated in the prospectus covering the stock issue that the offering does not represent new financing "by the company and that the company is not to receive any of the proceeds from the sale of these shares."

Prior to September, 1935, the capital stock consisted of 5,000 authorized shares of $10 par, with 4,820 outstanding. In September another 100 shares was issued and sold for $13,850 in cash of which $12,580 was credited to capital surplus. The par value of the stock was changed to $5 in September, two new shares being issued for each old share outstanding. In addition a 1,200% stock dividend was declared.

On the basis of the 130,000 outstanding $5 par shares, according to the registration application, cash dividends in recent years were at these rates: 1932, 14.92%; 1933, 7.46%; 1934, 22.24%; 1935, 22.52% (nine months).

Each share of the registrant's stock entitles the holder to one vote, it is explained, and it is planned to name a representative of the underwriter to the board of directors if the stock issue is approved by the SEC.

The SEC stated that ordinarily registrations are not approved prior to an investigation period of 20 days after the last amendment to applications is received. The WJR application specifies that additional information is to be supplied in the form of amendments.

* * *

DETROIT — An increase in the capital stock of WJR, Detroit, whereby the public will be offered 28,065 shares of new stock at $25 a share was announced here by P. M. Thomas, station treasurer.

He explained that the increase in the structure of the company was due to its constant growth since 1928. Ninety-five per cent of the old stock was owned by Leo Fitzpatrick, G. A. Richards, Frances S. Richards and Mr. Thomas. Under the new plan a 1,200% stock dividend was declared, and holdings of the present stockholders are increased to 130,000 shares outstanding, with $650,000 paid in capital. The 28,065 shares will come from this block, although there will be no change in the control of the company.

An additional 20,000 shares will be traded for the present 1,000 share capitalization of WGAR, Cleveland, under the terms of a deal now awaiting approval of the FCC. WGAR is at present owned by Mr. Richards, Mr. Fitzpatrick, Mr. Thomas and John F. Patt. This deal would transfer control to the Michigan corporation.

"We feel that the increased capitalization would give us funds with which to take advantage of any new developments in the industry, such as television," Mr. Thomas pointed out. "At present television is a secret being worked out in the laboratories of radio engineers."

He explained that the $5 par value stock would be sold at $25 because of the past earning record of the station.

THE Radio Round Table is Chicago's newest luncheon group, made up of men from stations, agencies and the station representative organizations who meet each Friday noon to "talk shop but not business". Nate Colwell, radio director of Roche, Williams & Cunnyngham Inc., conceived the idea and organized the group.

Tootin' Our Horn o' Plenty

$11,000,000.00

PASSAGE by Congress of the Minnesota Fire Sufferers' Claims Bill, and its approval by the President, means that into the lap of Northern Minnesota *eleven million dollars* is being poured.

Eleven million dollars is quite a chunk of buying power, especially when it's velvet. And it will be spent with all the willingness with which easy money is spent. Residents of Northern Minnesota listen in on WEBC and WMFG from the time they tune-in in the morning until they turn them off with one hand at night, as they turn off the lights with the other.

They are a *natural* medium for alert advertisers and merchandisers who warm up a "come eleven" for those *eleven million* EXTRA *dollars!*

Send now for rate cards and program details; we'll fade you!

WEBC WMFG

HEAD OF THE LAKES BROADCASTING COMPANY

Duluth . Superior **Hibbing, Minnesota**

For Speed.. for Accuracy.. for Dependability ... for

SERVICE

● *"I telephone my telegrams to Postal Telegraph"*

● *"I send my messages direct over the Postal Telegraph Typing Telegraph"*

● *"I ring the call box for a Postal Telegraph messenger"*

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada★, but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world... through the only combination of telegraph, cable and radio service under a single management in the United States.

★ *In Canada, through the Canadian Pacific Railway Telegraphs.*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

HOW WIRE LOADED THE WIRES

Phone Company's Facilities Glutted as Pianist Gets Indianapolis Listeners to Respond

A NEW commercial program idea of WIRE, Indianapolis, introduced last month, clicked with such dramatic suddenness that it has all but discommoded the operations of the local telephone company on the days it has been broadcast.

As a matter of fact, D. E. (Plug) Kendrick, manager of the station, to serve the public interest, has found it necessary to change the character of the program so that the telephone trunk lines will not be glutted whenever it goes on. He either had to do that or install 225 central office lines at prohibitable expense.

It happened this way. Mr. Kendrick sold to the Geiger Candy Co., of Indianapolis, a half-hour program for Fridays, 7:30-8 p. m., featuring the *Master Mind Pianist*, one Harry Bason. The *Master Mind* plays nationally known selections by title, with the listeners calling in during the program to supply the titles. If Mr. Bason fails to perform the number promptly, then the listener gets a bucket of Geiger candy.

Were They Listening!

THE PROGRAM started Nov. 1. The response was amazing. It went on again Nov. 8 with even more spectacular respects insofar as telephoning was concerned. When the third program was over Nov. 18, the Indiana Bell Telephone Co. took up the matter. L. M. Vollrath, Bell sales engineer, informed Mr. Kendrick that "in the future such a program can only be handled through installation of special telephone facilities in your offices and properly manned to care for calls.

"On Friday, Nov. 15, the last program of this type conducted over your station, we attempted to count the calls for your station and the number recorded, which count may not be exact, numbered 16,771 during the 30-minute period. In a few of our exchanges the calling was so great that no other calls could be completed, which created a public hazard, particularly in the case of fire. Other emergency calls, such as police, ambulance, etc., also could not be completed as our facilities were entirely tied up."

Mr. Vollrath then pointed out that if the program were to be continued it would be necessary to install 225 central office lines at a cost of $1300 a month, with an installation charge of about $800. In addition, there would be a special charge of approximately $400 as the trunks would have to be direct between the various central offices and the station. He asked that an order for the additional facilities be given or that the practice be discontinued.

Mr. Kendrick decided that in order to alleviate the situation, the only recourse was to have the song titles delivered to the Geiger candy stores and placed in locked boxes which would be opened in the studios at the outset of the program.

Cycle Association Uses Christmas Spot Campaign

CYCLE TRADES OF AMERICA Inc., New York (bicycle trade association), is using one-minute spot announcements, once a week, over 25 stations from Coast to Coast to promote the sale of bicycles as Christmas presents. A total of 50 bicycles, one to the winning boy and one to the winning girl of each station, will be given those submitting the best letter on the subject "Why I Want a Bicycle for Christmas". The contest closed Nov. 30. There is no limit to the number of words to be used in the letter and all letters must be sent to the station over which the contestant heard the announcement. In addition the contestant must send in his date of birth and the name of his father or mother. Entrants must be under 18.

The sponsor will use the two weeks after the contest closes to announce the winners. Over each station at the same time as formerly used for the contest announcements, the association will announce the winners, a boy and a girl, of the contest which was announced over that station. The same procedure will be followed on all stations.

Stations used by the association follow: WSB, WBAL, WBZ, WBEN, WENR, WCKY, WTAM, WFAA, KOA, WJR, WTIC, WREN, KFI, WISN, KSTP, WSM, WINS, WOW, WFIL, KDKA, KWK, KGO, WGY, KJR, KFPY. The account was placed direct.

Florida Fruit Discs

THE Florida Citrus Commission is using 24 stations in 19 states in a $30,000 radio spot campaign to encourage the use of Florida citrus fruit. The discs are five-minute dramatizations with the commercials woven into the script. The campaign got under way on 20 stations Nov. 18, with five announcements a week during the daytime. The second group went on the air Nov. 25 with three announcements a week during the evening hours. All contracts terminate Dec. 23. Stations in the first group are WTIC, WRC, WMAQ, WFBM, WSMB, WCSH, WBAL, WBZ-WBZA, WJR, WBEN, WHAM, WGY, WFBL, WTAM, WCAU, KDKA, WEAN, WMC, WSM, WRVA. In the second group are WSB, WHAS, WBT, WLW. Ruthrauff & Ryan Inc., New York, handles the account through its Lakeland, Fla., office.

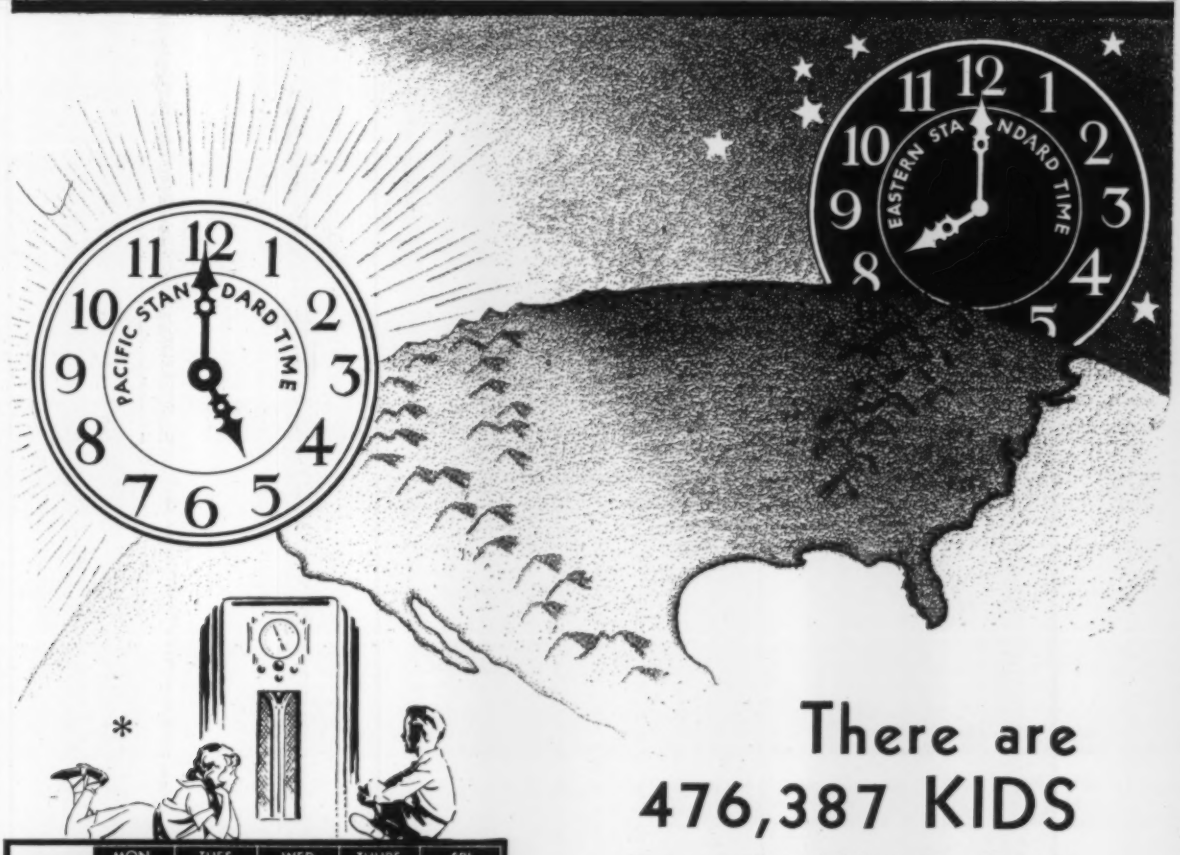
Two New Stations

TWO NEW local broadcasting stations in Florida were authorized Nov. 19 by the Broadcast Division of the FCC. In Lakeland a new station on 1310 kc., with 100 watts, unlimited time, was authorized to the Lake Region Broadcasting Co. The action sustained the recommendation of Examiner Hill. In West Palm Beach a new station was authorized on 1200 kc., with 100 watts, unlimited time, on application of Hazlewood Inc. Examiner Hill was sustained in this case also. Applications for new stations in St. Joseph, Mo.; Eustis, Fla.; Tampa, Fla., and Palm Beach, were denied.

What "Junior" WANTS.. ...Mother BUYS!!

✓ Sell your Far Western markets through a special 'KIDS' show over KNX.

✓ Cash in on the largest 'READY BUILT' KID audience in Western America.*



	MON.	TUES.	WED.	THURS.	FRI.
5:00 5:15	DICK TRACY	CALIFORNIA SYRUP OF FIGS			
5:15 5:30					
5:30 5:45					
5:45 6:00	ORPHAN ANNIE • OVALTINE				
6:00 6:15	JACK ARMSTRONG • WHEATIES			ALL AMERICAN BOY GENERAL MILLS	
6:15 6:30		KNX	NEWSPAPER OF THE AIR	HOME EDITION	
6:30 6:45					
6:45 7:00	AIR ADVENTURES OF JIMMIE ALLEN RICHFIELD OIL COMPANY				
7:00 7:15	FRANK WATANABE & THE HONORABLE ARCHIE FEATURE SUSTAINING PROGRAM				

There are 476,387 KIDS

Between 5 and 14 years of age in Southern California alone!

KIDS rule the Radio roost between 5-7 P. M. in California (It's 8-10 P. M. back in New York)

More KIDS are tuned to KNX between 5-7 P. M. than any other station (KNX features one kid show after another at this time)

KIDS are more easily influenced to do as you say.

KNX

KNX has TWO feature 5 - day - a - week kid shows available for sponsorship. Low in cost — Big in kid appeal — write if interested.

Nat. Rep. JOHN BLAIR & CO.

British Advertisers Clamoring For Commercial Radio Outlets

Pressure Being Exerted on Government to Lift Ban Against Sponsorship of Broadcast Programs

PRESSURE upon British government authorities in favor of advertising by radio was being exerted during November by the Incorporated Society of British Advertisers, which corresponds to the Association of National Advertisers here, protesting to the newly re-elected Prime Minister Baldwin against the efforts of Sir Kingsley Wood, Postmaster General under whom the regulation of radio falls, to prevent British radio advertisers from using continental European stations for commercial broadcasts.

This was reported in a dispatch to the *New York Times* from its London Bureau, which stated that 500 British manufacturers, including some of the largest concerns in the country and employing many thousands, have joined in the appeal. The dispatch further stated that these concerns have found that "wireless advertising" increases sales at home and abroad and should not be discouraged, especially inasmuch as it helps employment which is one of the aims of the National Government.

Listeners' Response

"LEAST of all," the appeal states, "should a government, avowedly national in character, allow one of its own departments to take official action in a matter which, in the opinion of British radio advertisers, is an unwarranted restraint of trade, unjustifiable, to the detriment of their interests." It is understood that Sir Kingsley Wood has made representations to the Irish Free State, France, Spain and Luxembourg to discourage British advertising over radio stations in those countries, which permit commercial broadcasts and which have attracted considerable audience in the British Isles where they are heard clearly.

"As to whether the British public wants sponsored programs this, surely, is a matter they can decide," the appeal is reported as stating. "The response of listeners to sponsored programs is indisputable proof of their popularity and their value to radio advertisers as a means of selling goods."

British broadcasting authorities, headed by Sir Kingsley Wood and Sir John Reith, director general of the British Broadcasting Corp., have consistently frowned upon radio advertising. The BBC charter expires in January, 1936, and there is a movement on foot in England for a relaxing of the non-commercial proviso, possibly to allow for the creation of new commercial stations. [See BROADCASTING, Nov. 1, page 18.]

While the matter of receiving commercial radio programs in England was being discussed there, the noted young British author of the best-selling novelette *Goodbye Mr. Chips*, James Hilton, was visiting these shores—and to an interview of the *New York Times* commented upon our radio here. It was a dramatization of his book first on the BBC and then on the NBC, where it had to be repeated three times by popular demand, that led the NBC to engage him for a series of three talks on American impressions, the first of which he gave on an NBC-WJZ network Nov. 22 with the others to be delivered from Kansas City and Los Angeles on dates to be scheduled in December.

Interviewed by Orrin E. Dunlap Jr., radio editor of the *Times*, Mr. Hilton expressed no displeasure with American broadcasting — indeed, saw commercial sponsorship as a boon to those who write or act for the radio because of the competition it brings and the better fees for authors and artists it offers. Wrote Mr. Dunlap, significantly, in one of the world's great newspapers—and a newspaper that itself has never evinced any particular interest in becoming a radio station operator like so many of its contemporaries:

> The Englishman, nine times out of ten, throws up his hands in disgust when he first tunes in American broadcasts; the commercial chatter, as he calls it, irks him. But Mr. Hilton turns out to be the one out of ten who confesses that "in some ways commercializing the air is not so bad." He admits, however, that at first he expected it to be vulgar, but adds, "I find it is not". Sponsors by paying the pipers, he observes, beckon outstanding performers to the microphone, and as examples he points to Leslie Howard and Helen Hayes.
>
> "At first to hear the commercial talks mixed with the American programs is a let-down from the artistic performance, but one becomes accustomed to it," Mr. Hilton continued. "It's exactly like being pushed about in a theatre lobby trying to locate the cloak room to retrieve one's coat and hat after an excellent show. The ideal way, of course, is to have both sponsored and unsponsored broadcasts; America has just that."

Tons of Edibles

THE RECENT Tenth Annual Radio Jubilee of KMA, Shenandoah, Ia., drew more than 100,000 visitors to the city, KMA serving four tons of fish, half a carload of pancake flour, a thousand gallons of syrup, 800 pounds of butter and 4000 gallons of coffee. A horticultural and agricultural show was held in connection with the jubilee.

Mennen Series on KNX

MENNEN Co., Newark, has started a test campaign of 104 half-hour transcriptions on KNX, Hollywood. The series, dramatic in nature, started Nov. 17, running through to Nov. 9 next year. The company's plans do not contemplate expansion of radio advertising before the first of the year. H. M. Kiesewetter Adv. Agency, New York, has the account.

Is "Front Door Resistance" *Your* Selling Problem?

...Then step with us into the homes of *5,327,820 potential customers.

...if you want more sales you must go where the buyers are . . .

SELLING COVERAGE is reaching the BIG VOLUME MARKETS.

STATION POPULARITY takes you right into the home.

Columbia Don Lee Network because of QUALITY PROGRAMS delivers the largest audience on the Pacific Coast through 12-station coverage of the 12-BIG VOLUME MARKETS of California, Oregon, and Washington.

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

. . . C. Ellsworth Wylie, *General Sales Manager*, 7th and Bixel Sts., Los Angeles. San Francisco Office, 1000 Van Ness Ave. . . .

*Radio listeners in Columbia Don Lee network's 12 Pacific Coast Stations intensive listening areas.

AN ENVIABLE REPUTATION

KWK

Has built itself a reputation in the St. Louis market of which we are justly proud. In the eight years the station has been operating our list of advertisers has steadily increased. This is due not only to the fact that the advertiser realizes the importance of radio advertising, but principally to the excellent coverage of this prosperous area by KWK. This modern age of ours is one of specialization and for the best results you always seek a specialist. KWK specializes exclusively on the St. Louis market, thereby assuring the advertiser a maximum return for every dollar spent. If you are not satisfied with your present sales returns in this market why not let KWK solve this problem for you? Our concentration on the Metropolitan and surrounding area, in which the greatest number of listeners are located, assures you that your program is received in an area of concentrated buying power. Our experienced staff is only too happy to cooperate with you in planning a program suited to your requirements.

THOMAS PATRICK, INC.

HOTEL CHASE — ST. LOUIS, MO.

Representative

PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO

LONG DISTANCE
saves LOBBY-SITTING

THE business of broadcasting covers a lot of territory. But your telephone will take you to any one, anywhere—swiftly, conveniently.

The man you want may be 30 or 300 or 3000 miles away. No matter. Long Distance whisks you to his desk—past lobby-lines and secretaries. You can talk with him as if face-to-face. You can ask, suggest, discuss, decide—or make an appointment for a later personal visit. When you replace the receiver, you're back in your own office again.

Long Distance enables busy executives to visit a dozen different cities in a day—saves time, trouble and dollars. Try it for a week or a month and *see*.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

"Broccoli and Old Lace"

By STATION BREAK

SOMEONE has defined broccoli as spinach gone to seed. Perhaps so, but we are eating a great deal more spinach and broccoli than ever before, despite the temptation to say "the hell with it."

A short time ago STATION BREAK noticed that broccoli was being advertised over one of the stations of his acquaintance. This reminded him of an announcement which he had heard over another station earlier in the fall. The announcement was made on a cooperative program sponsored by a group of broccoli producers. It stated that demand had been so great that the current supply had been sold out and that the broadcasts were being discontinued until the following season. Radio, it seems, sells broccoli.

Now for all our increased use of spinach, both spinach and broccoli are still comparatively new products in general consumption. Even we adults eat it mostly because we have been sold on the fact that it is good for us. Without being so frank about it, we subconciously emulate our young offspring, believing that it will endow us with desirable attributes, even if not those of Pop-eye, the Sailor.

If radio can sell broccoli, it can sell other new products. STATION BREAK always has contended that radio is the ideal medium for the introduction of new products.

* * *

YOU FACE two tasks when you introduce a new product. The first is to stir the desire for the satisfaction which the product renders. We don't buy physical goods, we buy their utility, the power to give satisfaction which they possess. If you didn't want to remain warm and look sporty you wouldn't buy that new winter overcoat.

After you've created the desire — to stay cool in summer by air-conditioning, for instance — your second job is to prove to the consumer that this new gadget of yours will give the satisfaction he is looking for. We are all naturally conservative and suspicious of the new. We have to be sold: Air-conditioning, house insulation, travel by air, facsimile broadcasting, broccoli and spinach.

Radio is the ideal way to sell the new gadget.

* * *

RADIO has mass circulation. A new product especially needs mass circulation, for its introduction is to no small measure a shot in the dark, no matter how carefully you have planned its initial sale.

In radio the advertiser particularly controls his circulation. A smart program can grab a very large measure of the potential audience in the station area. The advertiser of a new product especially needs this quick circulation.

Radio is dramatic. The new product must be dramatized. The inherent drama of any radio presentation, the power of the actual dramatic program and the dramatized announcement, the drama which can be worked into a straight announcement if properly done—all especially help the new product.

Radio is news. A new product is news. People like news. It is not an accident that news broadcasts are probably the most generally popular form of program today. Not so long ago STATION BREAK stumbled upon a research made almost six years ago which pointed the way to this development. It showed that when people were conscious of having received useful information over the radio they were particularly enthusiastic about it. When they secured useful information in the commercial announcements, they cheered for radio advertising. The news and educational value of radio is important to a new product.

Radio is persuasive. It relies upon the human voice — much more warm, appealing, convincing, confidence-inspiring and attention-arresting than cold print can ever be; much more inescapable in time, than can be the best illustration and copy in space. Persuasion is particularly necessary in breaking down the resistance to trying something new.

Radio can be merchandised particularly well to the public and to dealers. A new product needs plenty of merchandising.

* * *

RADIO gains by word-of-mouth. If you like the program your first impulse is to tell your pals at the office about it in the morning, and your friends at bridge in the evening. Word-of-mouth advertising is particularly important in the introduction of a new product or new brand. The original success of Probak blades has been imputed to have arisen as much from word-of-mouth advertising of satisfied users as from its periodical inserts. In radio the new product gets the benefit of word-of-mouth advertising of its program as well as of its own merits in consumption.

You can start radio in a relatively small localized way. It usually is necessary for the new product to start that way. Incidentally, we in radio never have sold our medium for test campaigns — tests of new lines, new brands, new sales approaches and new products or designs

(Continued on page 47)

Now 5000 WATTS (DAYTIME)!

"The Best Daytime Station in the Land"

•

WNAX is one of the best known stations in the Northwest, and one of the most important sources of information and entertainment for a widespread prosperous rural area.

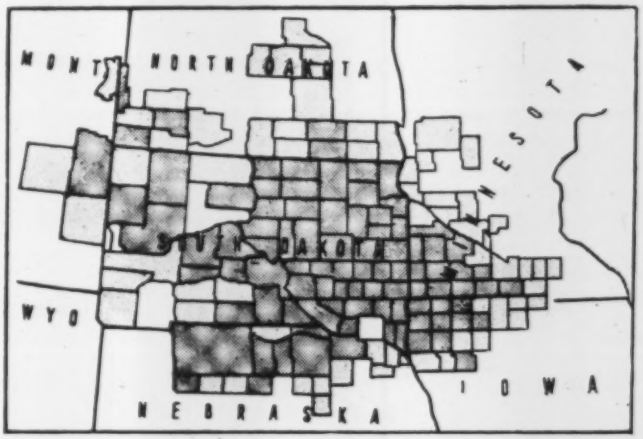
This station is unique in the extent and intensity of its coverage. It has a remarkably clear signal, not only through North and South Dakota, but in most parts of Nebraska, Western Iowa, Minnesota, Eastern Wyoming and Montana. More important than its vast coverage, however, is the dominant hold it has on the listening habits of radio owners in this far-flung territory.

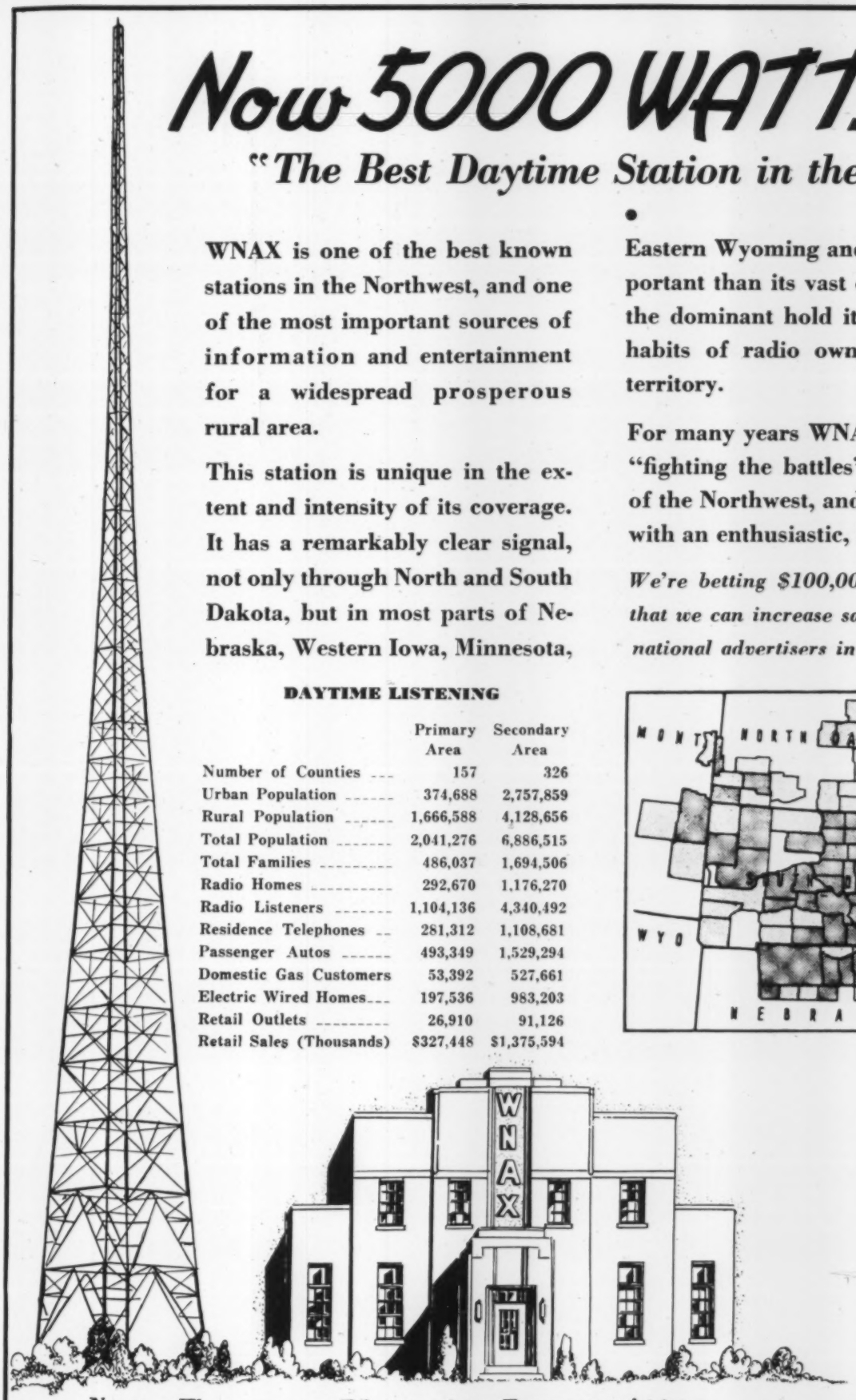
For many years WNAX has been active in "fighting the battles", civic and political, of the Northwest, and it has been rewarded with an enthusiastic, habitual following.

We're betting $100,000 (in new equipment) that we can increase sales and distribution for national advertisers in this area.

DAYTIME LISTENING

	Primary Area	Secondary Area
Number of Counties	157	326
Urban Population	374,688	2,757,859
Rural Population	1,666,588	4,128,656
Total Population	2,041,276	6,886,515
Total Families	486,037	1,694,506
Radio Homes	292,670	1,176,270
Radio Listeners	1,104,136	4,340,492
Residence Telephones	281,312	1,108,681
Passenger Autos	493,349	1,529,294
Domestic Gas Customers	53,392	527,661
Electric Wired Homes	197,536	983,203
Retail Outlets	26,910	91,126
Retail Sales (Thousands)	$327,448	$1,375,594





New Western Electric Transmitter.
Blaw-Knox Tower—437 feet high.

WNAX

YANKTON, S. D.

570 KC. • 5000 W. DAY 1000 W. NIGHT

MEMBER OF C.B.S.

Merchandising Notes

Saying It With Trolleys — Helpful Hints From Lum & Abner—Labels and Sponsors—Tieup With Theatre

ALL AROUND Des Moines the trolley cars spread the news about programs of KRNT, that city. Using outdoor cards which list five principal programs, the station not only notifies the public of its offerings but tells advertising agencies, as well, when their clients' programs are listed and submits a picture like the one on this page as evidence.

* * *

KTUL, Tulsa, Okla., used a novelty mailing piece to local accounts tardy with spot announcement copy. A letter headed, "Catherine's a beautiful girl but her hair's always on end," is used. It goes ahead to say that the reason is because of late copy. A caricature with excelsior strands pasted to the letter conveys the "hair on end". Then a photograph of Miss Catherine Spencer, in charge of spots, is used at the bottom of the letter with the statement, "We'd sure like to see her as she really is." The letter is signed "KTUL Salesmen".

* * *

WDGY, Minneapolis, has started a series of weekly programs devoted to Northwest industries. Each program takes up a separate industry and urges consumers to take advantage of the bargains offered. Retailers, jobbers and manufacturers are circularized in advance.

"LUM & ABNER'S 1936 Family Almanac and Helpful Hints" is off the press and is being offered to listeners in exchange for an outside wrapper from a 50-cent package of Horlick's malted milk. In addition to a calendar and the signs of the zodiac, the booklet contains a map of Pine Ridge and a number of contributions from the boys and other inhabitants of this mythical Arkansas village.

* * *

WHIO, Dayton, has a tieup with the local RKO theatre in which a one-minute movie of the WHIO transmitter and antenna equipment, studios and artists appears on the screen for two weeks with the theatre bringing its vaudeville unit to the studios for a quarter-hour program.

* * *

"THESE lips await you," was the herald of a mailing piece sent recently by KTUL, Tulsa, to agencies and cosmetic manufacturers. Red imprints of lips were printed on the cover.

* * *

WITH a *KNX Commercial Parade*, not broadcast, the Hollywood station displayed the program department's wares to the advertising fraternity and acquainted the sales force with available program material.

TROLLEY PROMOTION—KRNT, Des Moines, promotes its programs with trolley cards like this, which list popular talent.

ALTHOUGH it is an inland city, Columbia, S. C., becomes nautically-minded on Friday evenings when *The Good Ship Treasure Chest* docks for 30 minutes at its home port, WIS. This is a 30-minute feature sponsored by ten cooperating business concerns, handled by two announcers, one of whom is "Skipper" Leo Downs, navigator of the "Good Ship" for its long life, more than five years on the station. Transcribed and local talent is interspersed between commercials, with Downs doing some vocals. The various merchants award gifts to persons sending their names into the station, thus building up a big audience for those waiting to hear if they are to be recipients of the gifts.

* * *

IN A LABEL contest conducted by WSYR, Syracuse, some 15,000 women and 60 organizations and schools are competing for $1,000 in prizes. Twenty-two national and local products are entered in the contest, with competing groups saving labels or portions of boxes. Votes are awarded on the basis of a cent to a vote. Two contest programs are staged daily, the event closing Dec. 11.

Agency Appeals Verdict

RAYMOND R. MORGAN Co., Hollywood agency, sued by E. A. Seymour, formerly on the sales staff, for 33 1/3% of the gross profit on the sale of the John Hix *Strange as It Seems* transcriptions currently on the Don Lee-CBS network for Gilmore Oil Co., received an unfavorable jury verdict. Executives of the agency said they would file an appeal. The case was solely on the Gilmore account and does not include the Ex-Lax Mfg. Co. sponsorship of the same transcribed series in the East.

Hormel Soup Spots

GEORGE A. HORMEL & Co., Austin, Minn. (canned food) is using a one-minute spot campaign on KFI, KNX, and KHJ in Los Angeles. The announcements are live and broadcast once a day, 5 days a week, by the three stations, and are being used to introduce four new soups which the sponsor has just put on the market. Contracts are for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Independent Association Now Studying Proposals For Schedule of Rates

MEMBERS of National Independent Broadcasters Inc., Association created by non-network stations to further national spot sales, are now studying recommendations on national rates made by officers of the organization preparatory to the general sales effort, according to an announcement by NIB Nov. 23.

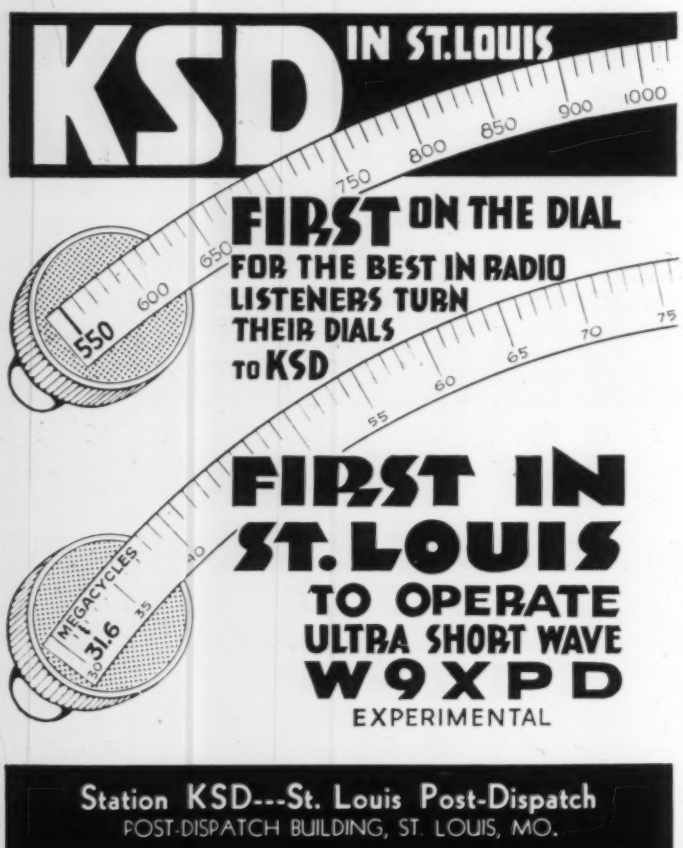
The recommendations on rates were drafted at a meeting in Washington Nov. 13. Proposed by W. Wright Gedge, manager of WMBC, Detroit, and chairman of the NIB rate committee, the rate plan was said to be devised to fit the existing rate card of every station in the association. NIB has approximately 40 members.

Present at the rate meeting were Edward A. Allen, of WLVA, Lynchburg, president of NIB; John Elmer and George H. Roeder, WCBM, Baltimore; James W. Baldwin, managing director of the NAB, William Dolph, manager of WOL, James O'Shaughnessy, advertising counsellor who has been retained to establish the NIB sales organization in New York, and Mr. Gedge.

Cal-Aspirin Cited

CAL-ASPIRIN Corp., Chicago (proprietary), is charged in a complaint issued by the Federal Trade Commission with unfair methods of competition in the sale of its product. The complaint is based on alleged claim by the respondent that Cal-Aspirin reduces the toxic effect of "ordinary aspirin" and that it will more quickly and efficiently alleviate pain and fever. The FTC takes the position that Cal-Aspirin is not less toxic and does not have a greater margin of safety. General Mills Inc., Minneapolis, according to the FTC, owns a portion of Cal-Aspirin stock and has an option on the balance. The respondent has until Dec. 13 to show cause why an order to cease and desist from the alleged practices should not be issued.

FANCHON & MARCO, Los Angeles theatrical organization, expects to open a radio division some time in December in charge of Gardner Osborne, at one time with the former McMurtrie & Osborne program firm in Hollywood.



Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Steininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

Good-will Program And Separate Spots Effective for Store

Charleston Store Spends 15% Of Appropriation for Radio

ANOTHER department store that has joined the ranks of retailers who have found radio an efficient means of moving merchandise is Jas. F. Condon & Sons, Charleston, S. C., which spends 15% of its advertising appropriation with WCSC, Charleston.

James F. Condon, president, has found his experience with radio so successful that he believes other department stores should enjoy similar results. "If broadcasting stations consider the department store's advertising problem first, both from the standpoint of direct sales and sales created through good will," says Mr. Condon, "a clear concise idea to the department store together with a reasonable merchandising plan, department stores as a whole will lean more kindly toward radio. We believe our experience during the past year is convincing enough to justify our continuous use of this new and powerful medium—radio."

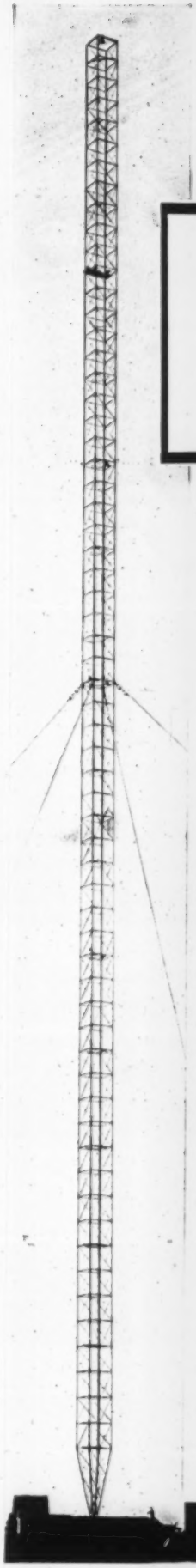
Into the Fold

A PROPOSED program that combined dignity with listener's appeal brought the Condon store into the radio fold, says Mr. Condon. The shoe department started with a children's program that was broadcast Saturday mornings from a theater. From this developed the *Condon Salute* program. Primarily a good-will series, says Mr. Condon, it has produced much favorable comment. It is broadcast each Sunday afternoon from an outstanding Charleston institution such as business houses, colleges, high schools, Navy Yard, Fort Moultrie, Marine Barracks and others.

"During each program," according to Mr. Condon, "a short history of the institution is given, together with a talk by an executive and numbers by its personnel. In the beginning the *Salute* program included commercial announcements and special prices. However, the good will aspects have so impressed us that we curtailed special prices and commercials. Weekly programs and spot announcements built around storewide merchandise and featuring price as one of the appeals have proven very profitable."

Big Insurance Campaign

LOCAL radio programs will be used as one phase of a cooperative national advertising campaign to be undertaken shortly by most of the large accident and health insurance companies, as well as thousands of their local agents, according to announcement from the C. E. Rickerd Adv. Agency, Detroit, appointed to handle the campaign. The campaign will acquaint the public with the purposes and benefits of accident and sickness insurance. The peak of the campaign will be reached between April 20 and 25, Accident and Health Insurance Week, when concerted effort on the part of all participating companies and local agents will be concentrated.



Up and Out!

5000 WATT DAYTIME POWER

- *Up to New Heights*
- *Out to New Markets*

Five times more power—30% more listeners! That's the service WOW now offers its clients with its 5000-watt daytime power. Just as WOW's 454-foot vertical antenna reaches upward toward the sky, so does WOW's increased coverage spread out to reach new markets for the advertiser. Greater power, plus high fidelity equipment, means improved program quality. It means a better selling job at a lower cost per capita, too!

● To the left is a photo of the new vertical antenna, 454 feet high, weighing 29 tons, and resting upon the single insulator base shown in the inset photograph. Over nine miles of wire were used in laying the 120 ground wires to insure maximum coverage and high fidelity broadcast.

WOW

OMAHA, NEBRASKA

Owned and operated by Woodmen of the World Life Insurance Association

JOHN BLAIR CO., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

BROADCAST
Broadcast
Advertising

DECEMBER 15th

"LOCK-UP" DATE FOR ADVERTISING FORMS

BROADCASTING

Broadcast Advertising

1936

YEAR BOOK

THE REFERENCE BOOK
OF RADIO ADVERTISERS
..ADVERTISING AGENCIES
AND RADIO STATIONS..

(Orders And Copy For Advertisements In The Year Book Will Be Accepted Up To December 15TH)

THE ENCYCLOPEDIA OF BROADCASTING · · THE YEAR-ROUND ADVERTISING MEDIUM!

Fallacies in Magazine Attack On Radio Industry Are Exposed

Jimmie Barry, Fort Smith, Ark., Agency Executive, Shows Where Stanley Walker Made His Mistakes

Mr. Barry

SPIRITED retort to the attack upon commercial radio by Stanley Walker, New York newspaperman, in an article published in the weekly magazine *Today*, was delivered in a letter to the publication from Jimmie Barry, Fort Smith, Ark., advertising agency executive, and made public Nov. 16.

The Walker article, titled "The Fifth Estate", was published in the Oct. 12 issue of *Today*. It was based largely on the speech delivered several months ago by FCC Commissioner George Henry Payne, Republican, who had attacked commercial broadcasting and had questioned the right of radio to classify itself as "The Fifth Estate".

Mr. Walker is a former city editor of the *New York Herald Tribune*, having left that post earlier this year. An interesting repercussion to the Payne address in which he attacked broadcasting for its alleged "commercial domination", was an editorial published in the Aug. 23 issue of this same newspaper, chiding the ex-New York politician, and advancing the suspicion "that all Ethiopians are not in Ethiopia and that Czar Payne has one somewhere in his woodpile". This editorial had begun with this sentence:

"The redoubtable George Henry Payne, who has been on so many sides of so many political fences and now is 'sitting pretty' as one of the New Deal's radio 'czars', has conjured up horrendous visions of a 'fifth estate' in our government —the radio."

Mr. Barry's Reply

MR. BARRY, who heads the agency of the same name, explained that after reading the Walker article he wrote in protest to Raymond Moley, editor of *Today*, and the former chief brain-truster. An excerpt from his letter was published in the Nov. 2 issue of the magazine with a public invitation for him to say why he disagreed with the article. The reasons are set forth in the following letter to Editor Moley, published herewith in full text:

I would not be satisfied to conclude the correspondence we have had regarding Stanley Walker's recent article on radio without answering the two questions which captioned the printing of excerpts from my letter in your mail column, issue of Nov. 2. The questions were: "Do you mean you think radio is perfect?" and "Why not say why you disagree with Stanley Walker?"

The answer to the first question is that I do not think that radio is perfect; neither do I believe that an independent journal of public affairs is fair to radio and its readers when it presents an analysis of radio written in such a prejudiced manner by a "dyed-in-the-wool" newspaperman who obviously knows very little about his subject.

Here is why I disagree with Stanley Walker. I am going to list some of his statements and answer them individually. You may need to refer to his article for clarity of his statements. Number One: "THE RADIO BATTLES FOR NO RIGHTS," a quotation from a talk by Commissioner Payne. This is not a defect of radio as Mr. Stanley's hundreds of words in this regard would indicate. I see no reason for radio to battle for any rights. Radio is too much the property of the general public to assume the responsibility of deciding which of the thousands of public policies are best and then trying to instill its decision upon the listening public. Our newspaper industry is of tremendous size, and so long as it is conducted on the present basis, "battling for rights," I do not see that radio is at fault in failing to duplicate this work. Leading radio station operators (WLW, for example) do not believe that radio should have an editorial column in connection with its station-owned news departments.

Now Number Two: "Of course, the primary trouble with radio in America is that it started wrong. In any other industry that comes to mind, the consumer pays. In case of radio, the consumer pays in the anguish caused by having to listen to blatant advertising that offends the ear and disturbs the brain." Frankly, Mr. Moley, I cannot see how this ever got into print in your publication. The purchaser of a radio set pays far more per year investment and operating expenses than several newspapers and magazines would cost per year, and if Mr. Walker had thought about it, he would recall that subscriptions pay but a very small cost of the publication of newspapers and magazines. The consumer not only pays more in radio, but newspapers are a parallel in every particular. Any criticism of radio on its support by advertisers could be made a criticism of newspapers without changing the wording.

Number Three: "In the first place, radio has never quite made up its mind what it wants to be. One month it is competing with newspapers in spreading news, and the next month it decides not to compete." This statement, I am sure, is applicable only to a very small percentage of the radio stations in the United States, and is not true of radio in general. Mr. Walker applies it to radio in general. Right here, let me refresh your memory as to what radio broadcasting consists of in the United States: There are 608 broadcasting stations in the country. Only 175 of these are members of the two national networks, leaving 433 independent stations. Thus, 28% of the stations are in the national networks, while 72% are independent.

When discussing radio in general as Mr. Walker has done throughout his article, one must remember that chain programs and radio, as they have it in New York and Chicago, are a very small part of American radio in 48 states.

Number Four: Mr. Walker, when referring to the fact that one politician might buy advertising and attack his opponent who is penniless, says "Maybe it is fair, but offhand it doesn't sound quite right." This causes me to wonder what Mr. Walker thinks radio is supposed to be. If one politician has the money to buy newspaper advertising and the other politician doesn't buy it to reply, then what's the difference between newspaper and radio? Would Mr. Walker suggest enforcing a law whereby a candidate for office, if he is penniless, may have an equal amount of newspaper space and radio time, free of charge, with which to oppose his well-financed opponent?

Number Five: "It is not yet possible to say, with any degree of accuracy, what is meant by 'freedom of the air'. It is begging the question to say that, 'Well, if you don't like it you can turn it off.' The fact remains that the programs are on and that millions are listening. And radio is not merely a fad." I do not know where Mr. Walker lives, but we have "freedom on the radio" at our house to a much greater extent than we expect from many other forms of public communication. I find that we can receive about 40 different things on the air at one time during the evening. These range from barn dance music to opera, and whenever we do not like a program we do not turn the radio off . . . We tune in on a program that we *do* enjoy. The radio industry is spending a tremendous amount of money to find out what we do enjoy, and it is bringing us dozens of brand new radio features every month.

Number Six: "Ask any advertising agency about the future of radio." This leaves the impression that advertising agencies might be classed as authorities on the future of radio. I believe that Mr. Walker cannot show that as much as 10% of the broadcasting time of the radio stations of the United States is controlled or affected by advertising agencies. If I were going to ask someone about the future of radio, I would ask the newspapers, life insurance companies, hotels, colleges, churches, department stores, oil companies, manufacturers, old-time radio men, radio station owners and brilliant leaders of the industry. I imagine Sol Taishoff, Editor of BROADCASTING magazine, and J. T. Ward, of Radio Station WLAC, Nashville, Tenn., [former] president of the National Association of Broadcasters, might answer the questions for Mr. Walker and not leave "the vital matter of serving the public . . . 'way up in the air."

From his newspaper viewpoint, Mr. Walker laments the fact that radio make $100,000,000.00 annually which might otherwise have gone to newspapers and magazines. Later in his article, he says: "If there were some way in which a sensible merger of the press with the entire radio industry could be made, it is probable that much of the present dissatisfaction with programs could be eliminated." Most of the present dissatisfaction with programs, I believe, can be evaluated at $100,000,000. The newspapers can be dissatisfied, but they have no more claim to radio than the wagon manufacturers have on the automobile industry. If all the radio stations were turned over to the newspapers, they would probably get about as far as the wagon manufacturers have gone in the motor car business. There are many newspaper-owned and operated radio stations received in Fort Smith, and there is no unanimous twisting of dials to these stations. In fact, the average newspaper-owned radio station is a rather conventional station and it has plenty of trouble keeping pace with the thoroughbred radio man in charge of non-newspaper-owned stations.

My communication has become more of a manuscript than a letter, and I will not add to my reply to Mr. Walker, any unrelated discussions on

(*Continued on page 47*)

Fog and Worms

WITH a pea-soup fog at WHAM, Rochester, N. Y., recently came a strange horde of wire-worms which invaded the transmitting station. The whole force battled the pests for 24 hours with brooms and dustpans. The worms, larvae of Click beetles, have been seen in the section before but no one can account for the mob attack.

CUT YOURSELF ANOTHER SLICE OF BUSINESS

IN THE 8TH U. S. RETAIL MARKET

DOMINATED BY

KSTP

. . . the only station in Minnesota presenting the star programs of NBC's RED and BLUE NETWORKS, commanding millions of listeners.

. . . farmers, wage earners, and business men with money to buy your goods in this Metropolitan Trading Area where 74.3 cents of every retail dollar in Minnesota are spent!

MINNEAPOLIS kstp ST. PAUL

For authentic market data, consult:

GENERAL SALES OFFICE, KSTP, Minneapolis, Minn., or our

NATIONAL REPRESENTATIVES: . . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Company.

DOMINATES THE 8th U. S. RETAIL MARKET

W-A-A-A-H!!

"I wan' my DADDY"

'He's at the office, Junior, drawing up a list of radio stations that will be more **PROFITABLE** for his company or his client...so you can have more toys next year." Why not enjoy the coming holidays by placing **HEARST RADIO** stations on **YOUR** list for 1936...and **KNOW THAT YOUR JOB** will be well done. A Merry Christmas and a Happy New Year from...

HEARST RADIO

NATIONAL REPRESENTATIVE:

WCAE .... PITTSBURGH	KYA ... SAN FRANCISCO	WISN ..... MILWAUKEE
WINS ..... NEW YORK	WBAL ..... BALTIMORE	KEHE .... LOS ANGELES

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET at THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536
HEARST BUILDING, 326 WEST MADISON STREET, CHICAGO, ILL. • CENTRAL 6124

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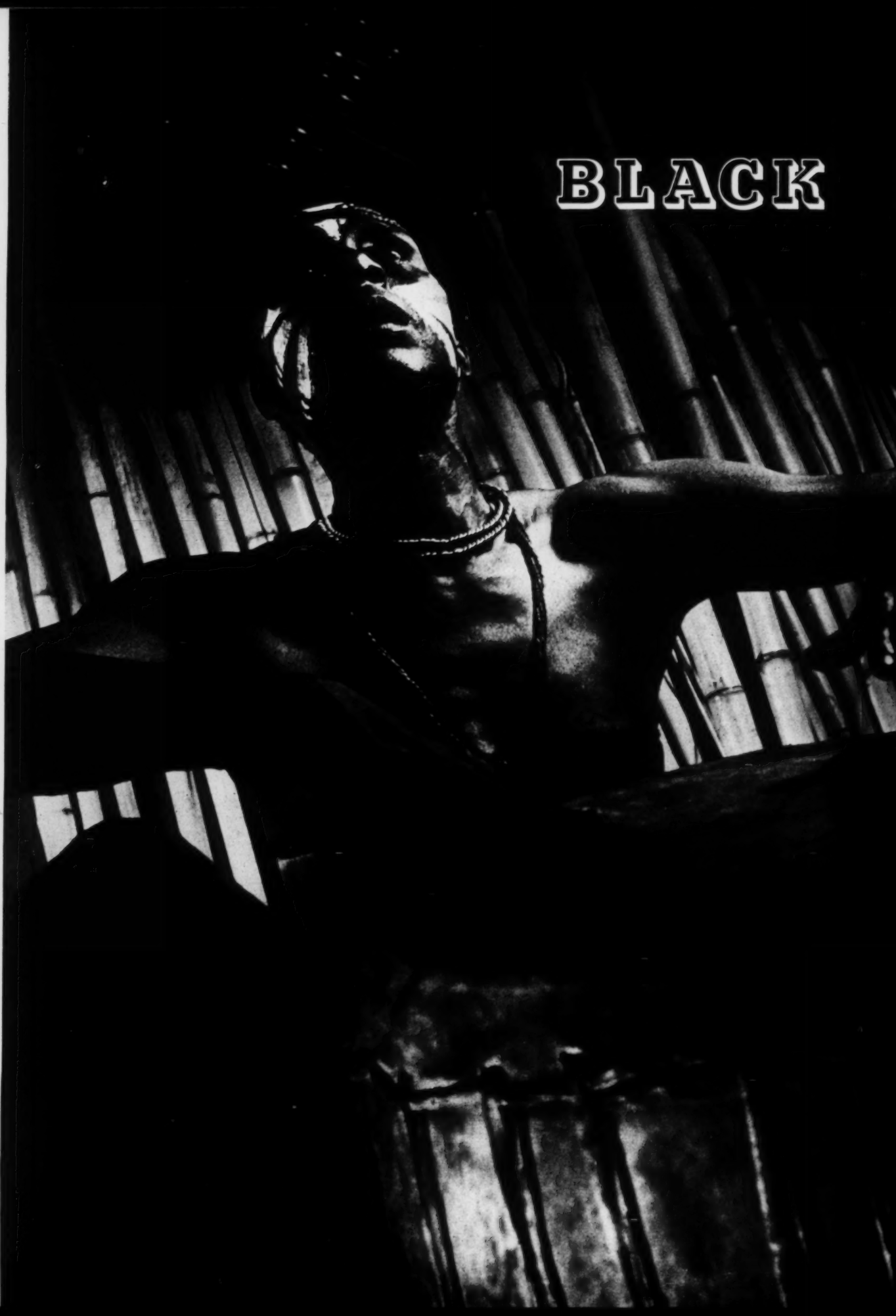

ANTON BRUEHL

MAGIC

...and WHITE

Congo explorers say that the native who hears a message on the tom-tom, most elemental of broadcasting systems, recalls every phrase until the end of his life. Here in America, radio advertising has demonstrated extraordinary ability to imbed its message permanently in the public mind. Months and even years after a broadcast announcement, letters pour in from listeners who remember the most minute details. A cosmetic, for example, that offered a free sample in one of its CBS broadcasts continued to receive inquiries for sixteen months. When a household utility broadcaster announced free samples at hardware stores, the 62,910 inquiries made of retailers in the next 30 days, were soon dwarfed by the 95,000 requests of the 30 days following...while the maker of a less-than-10c product kept on receiving wrappers for a premium at the rate of 2000 per month for six months after the final announcement. So it goes. If you want the advantages of your product to be fully understood and long remembered by the greatest number of people, tell them about it through broadcast advertising on CBS, the world's largest radio network.

THE COLUMBIA BROADCASTING SYSTEM

WORLD'S LARGEST RADIO NETWORK 485 MADISON AVE., NEW YORK CITY

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Copyright Impasse

THE WORST has happened on copyright. The Warner Bros. publishing houses, controlling between 25 and 40% of the ASCAP catalog, have withdrawn from the combine, and little short of chaos prevails in Tin Pan Alley.

Broadcasters, except for the network owned and operated stations and about twoscore others, have no contracts with ASCAP after Dec. 31. Naturally, they expect to be accorded the right of reducing their royalty payments to ASCAP, already considered exhorbitantly high, by an amount corresponding to the reduction in the catalog. What the Warner Bros. houses propose to charge for their music is not yet known.

There appears to be only one course left open for ASCAP. That course is to issue a blanket extension to all broadcasters for the right to perform whatever music it still controls until new contracts can be worked out.

E. C. Mills, ASCAP general manager, has stated that if Warner Bros. withdrew, then the way would be opened for negotiation of new contracts by broadcasters. The new basis, we believe, should not be the indefensible method now in force, under which stations must pay 5% of their receipts, plus an arbitrary sustaining fee. We have felt there never was any justification for such assessments, but ASCAP maintained that since it controlled some 95% of the music demanded by stations, this was an equitable basis.

Now, with the ASCAP performance control substantially reduced, it seems that the most logical royalty basis would be a percentage of receipts for programs in which ASCAP music is performed. If a fair percentage is arrived at, there would be little quarrel on such an arrangement.

Thus, broadcasters and their advertisers, would be relieved of the necessity of paying tribute on programs using no music, such as news broadcasts, skits, weather reports, and the like. Moreover, there would be created a basis upon which other copyright owners, such as Warner Bros., could be paid on programs using *their* music, *if* broadcasters want to use it at all. Also, there is the "per piece" method of payment which already has the endorsement of the NAB membership. It cannot be ignored in any new negotiations.

At the moment, it is impossible to foretell what the outcome of the music turmoil will be. It may mean the breaking of ASCAP. New litigation, to test the validity of the Warner Bros. houses attempting to license music without the consent of its authors and writers, who happen to be ASCAP members, is a foregone conclusion. It seems to be anybody's guess now what will ultimately happen to ASCAP. In an organization like ASCAP, which has conducted its affairs in such high-handed fashion, internal strife was inevitable.

Broadcasters should not be stampeded into signing ASCAP contracts under present terms. They have a trade association in the NAB and Managing Director Baldwin is on the scene to procure the best possible deal for the industry and to keep them apprised of every development.

Curbing Bureaucracy

ONE OF THE most welcome bits of news to emanate from the FCC in many a day is the disclosure that it has revised sharply its policies dealing with program citations as a means of preventing its "cleanup" campaign from running out of bounds. The FCC early this year started its anti-medical program drive for the announced purpose of helping the industry help itself by cleansing its own house. It feels that much good has come from campaign but that in their zeal to do big things, subordinates in its Law Department have gone too far.

From now on the Broadcast Division itself will decide whether and when a station shall be called upon to supply information about questionable programs. There will be no more indiscriminate letters from legal fledglings calling stations to the mat on the flimsiest of evidence, or upon no evidence at all. We expect to see a sharp diminution in such irresponsible citations from now on although the Broadcast Division declares it will drive just as hard as in the past in cases of gross infraction of good taste in program presentations.

We have been critical all along of the haphazard and arbitrary methods used by Broadcast Division lawyers in "investigating" programs, even though we have had no quarrel with the FCC's basic object of helping stations help themselves. But it has been apparent for weeks that the vast majority of the program citations were sheer bureaucratic caprice, which caused stations, advertisers and agencies no end of embarrassment and some loss of business.

The Broadcast Division, we believe, acted wisely in taking over to itself complete jurisdiction over program investigations. We are hopeful that the worst is over, not only because it will ease much of the anxiety of the industry itself but also because it may remove the FCC further from the suspicion that it is indiscriminately censoring programs.

The RADIO BOOK SHELF

SOMETIMES it doesn't sound quite the same from the loudspeaker as it sounds at the microphone. From such phonetic accidents famous radio mistakes originate. Lowell Thomas, news commentator, who claims to have made the worst bull in the history of radio, tells about it, and others, too, in *Fan Mail*, Dodge Publishing Co., New York ($1.50). He offers a cross section of listener reaction, catalogued and usually accompanied by Thomas' reaction to his listeners' reactions.

A Rejection Slip

IT PROBABLY is true that the "outer fringe" of broadcasting stations, which accept any kind of business that comes down the pike, tends to give the broadcasting industry as a whole a black eye. "Per inquiry" and "contingent" account propositions still are being made. Some of the suckers must be biting; otherwise the offers would stop.

In almost any group of broadcasters, someone will say that the "little fellows" are the transgressors and stigmatize the industry. That, happily, is not true. Take the case of the Norma-lite Co., of Des Moines, for example. It offered a 15-minute daily program for this reducing tablet on a per inquiry basis to many stations. The account itself falls in the decidedly questionable category, quite aside from the contingent proposition.

Little KGEZ, in Kalispell, Mont., in turning down the proposition, wrote the company that "because of the pride which this station takes in the ethical standards of the NAB, we accept no advertising on a commission basis."

That, to us, seems to be a pretty concise sort of rejection slip.

THINGS are happening in the television field, as evidenced by the increasing activity of RCA and the statements of David Sarnoff reported in this issue. The visual radio art bears close watching on the part of every broadcaster and broadcast advertiser.

A Meritorious Choice

IN SELECTING T. A. M. Craven as its chief engineer, the FCC procured the services of one of the most distinguished and able radio engineers in the country. The appointment was on merit only. The job sought the man; not the man the job. Commander Craven's background, not only as a radio expert of the Navy for some 17 years, but also as a broadcast consultant during the last five years, qualifies him admirably for his new post. There were many who were fearful that the post would be filled because of political considerations. Happily, that is not the case. We are confident that Commander Craven will prove an able, conscientious and efficient successor to Dr. C. B. Jolliffe, who in his six-year tenure established high and laudable standards in radio engineering.

We Pay Our Respects To —

TUNIS AUGUSTUS MACDONOUGH CRAVEN

IF YOU turn back the pages of radio regulatory history to those rather dark days of 1928, you will find the name of Lieut. Commander Tunis Augustus Macdonough Craven enscribed on the books of the Federal Radio Commission as "engineer, loaned by Navy Department". Those were the days when the Radio Commission, without experienced personnel or appropriation, had to beg and borrow its existence. But it was a good borrower, and in the engineering field, at least, managed to get the best men available.

Today, on a brand-new leaf in that history, you will find the same name, but bearing the title "chief engineer". The FCC, successor to the Radio Commission, is in a different position, however, and has plenty of funds for desired talent. It was intent upon getting, as it said, the "best available man for the job", and it drafted the former Naval officer into service.

But it wasn't a case of drafting the man from the military service, for five years ago Commander Craven had voluntarily resigned from the Navy to enter private consulting practice. His success in private pursuit was as great as that in the Navy, where he was recognized among its foremost technical radio experts. At great personal sacrifice he was prevailed upon last week to accept the FCC post as successor to Dr. Charles B. Jolliffe. The latter had resigned on Nov. 12 to accept the post of engineering chief of the Radio Corporation of America, after a six-year tenure with the Radio Commission and the FCC.

In the Navy, Commander Craven had spent 17 years in continuous radio service—the longest radio tour of any Naval officer with a single exception. He had held numerous important radio posts during his naval career, which began when he was graduated from the Naval Academy in 1913. Actually, Commander Craven was "born" to a naval career, for his great grandfather and his grandfather on his paternal side were famous naval officers who had won "flag" rank. His cousin is Rear Admiral T. T. Craven, who has held almost every major assignment in the naval service.

During the World War Commander Craven was in charge of all radio communications between this country and Europe and between shore and vessels at sea. He is credited with having devised the "intercept system" of locating enemy stations—an attainment for which he received a special letter of commendation.

All during his naval career this tall, broad-shouldered, good-natured fellow was called by his brother officers "Tunis Algeria Morocco" for short. He was born in Philadelphia, Jan. 31, 1893, the son of Tunis A. and Harriet Austin Craven. His younger brother, Thomas T., is a naval lieutenant. After attending elementary schools in Baltimore and other cities, he was appointed to the Naval Academy in 1909. Following graduation, he served continuously until December, 1930, when he voluntarily resigned.

Other highlights of his naval career include service as the first fleet radio officer of the U. S. Fleet, administrative charge of radio research and design of the Navy Department, and in charge of radio operations in the Office of Naval Communications, Washington. He has been a member of various inter-departmental boards, including the inter-departmental radio advisory committee, which formulated government radio policies. He has represented the United States as technical advisor at practically every international radio conference since 1920, including the inter-Allied Conference during the war and succeeding military and civil conferences.

The International Radio Conference in Washington in 1927 commended Commander Craven for his work in bringing about an accord in the extremely difficult problem of radio frequency allocations and formulating the basis upon which practically all nations plan their radio communications to avoid interference. Following the Short Wave Conference of North American nations in Ottawa in 1929 he received the written thanks of the Secretary of State for bringing about an agreement with Canada.

It was in 1928 that Commander Craven was loaned by the Navy Department to the Radio Commission before it had been in existence a full year. He took over non-broadcasting pursuits, with Capt. Guy Hill of the Army handling broadcasting. Then he served as acting chief engineer until recalled to naval duty.

Since his resignation from the Navy, Commander Craven has specialized in radio allocation engineering and antenna design. He collaborated in the installation of the first directional antenna at WFLA-WSUN, Clearwater, Fla., which proved the beginning of a new era in station radiating systems. He also was the leading exponent of the opening of the 1500-1600 kc. band for "high fidelity" broadcasting and he has been identified with practically every movement for introduction of modern engineering practices in broadcasting.

Commander Craven makes his home in Washington with his wife and two-year-old son. Two children by a former marriage reside with their mother in New Jersey. He is a fellow in the Institute of Radio Engineers. Among his clubs are the Army & Navy Country Club, National Press Club, Congressional Country Club, U. S. Naval Institute, Military Order of the Loyal Legion of the United States, Kilocycle-Wavelength Club, Ends of Earth Club, and Naval Academy Athletic Association. He still holds his commission as a Lieutenant Commander in the Naval Reserve.

During his naval career, Commander Craven wrote several technical radio books, most of which have been used as text manuals. His hobbies, strangely enough, are collection of stamps, coins, art boxes and miniatures.

PERSONAL NOTES

W. CAREY JENNINGS has been appointed manager of KGW and KEX, Portland, Ore., succeeding Lawrence Allen, who resigned to join the NBC sales department in San Francisco, Dec. 1. Jennings was former commercial manager of the two stations. Allen succeeded Capen Eames who resigned from NBC to become Pacific Coast manager of the *Family Circle*.

EDWARD J. HAMLIN, of the sales staff of KSD, St. Louis, has been promoted to sales manager, succeeding Ray C. Jenkins, resigned, it was announced Nov. 21 by George M. Burbach, director of KSD and advertising manager of the *St. Louis Post-Dispatch*. Mr. Jenkins has not yet announced his future connection.

A. L. CHILTON, formerly manager of KRLD, Dallas, and the coowner of KLRA, Little Rock, Ark., has been named manager of WGST, Atlanta, succeeding David Brinkmoeller, resigned. W. H. Summerville is commercial manager.

JAMES MILNE, formerly chief announcer of WICC, Bridgeport, Conn., has assumed the managership of WELI, New Haven.

THOMAS D. DWYER, formerly on the advertising staffs of *Buffalo Evening News* and *Buffalo Times* has been named advertising director of WBNY, new 100-watt Buffalo station licensed to Roy L. Albertson.

MRS. NAOMI BENGSTON, formerly part-owner and director of KLZ, Denver, has taken up permanent residence in Los Angeles. She recently sold her interest in the station to the publishers of the *Oklahoma City Oklahoman*, who also operate WKY.

L. B. WILSON, president of WCKY, Cincinnati, left Nov. 23 for Miami, Fla., to be the guest of former Gov. James M. Cox, of Dayton, owner of WHIO and WIOD, on a fishing trip.

HARRISON W. BULLARD, for three years with NBC and for the past year advertising production manager, has joined the advertising and publicity department of American Can Co., New York.

J. LESLIE FOX, former commercial manager of WSM, WLS and other stations, has announced the closing of his agency Radio Broadcasting Inc., Chicago, which he has been operating for several months. His future plans are not known.

BUELL HERMAN, formerly of the sales department of the Firestone Tire & Rubber Co., Akron, has joined the NBC central division sales promotion department, replacing E. K. Hartenbower, who was recently transferred to the local sales staff.

SELMA SEITZ, president of WFAS, White Plains, N. Y., has been named head of the publicity of the local Chamber of Commerce. Frank A. Seitz, vice president, continues as a director of International Radio Club Miami, and has been named chairman of the publicity and program committee of the local chapter of Lions International. E. A. Lyman has joined the local sales department of WFAS.

C. STANFORD COST, staff member of KGMB, Honolulu, is making a good-will tour of the United States, to arouse greater interest in the islands, and also to urge the networks to send more commercial programs to their Hawaiian island outlets. He arrived Oct. 10, and after a trip through the Midwest and East, plans to return to Honolulu Dec. 19.

F. W. SARTAIN, former newspaper man, advertising agency executive and official of the U. S. Chamber of Commerce, has joined the sales force of KMOX, St. Louis.

SIG A. SOLLIE, vice-president of MacGregor & Sollie Inc., San Francisco transcription producers, is the father of a girl born in November. William Stronach, traffic manager for the concern, also became the father of a boy in November.

WILLIAM V. RAY, assistant manager of KFWB, Hollywood, and associated with that station for about eight years except for one year when he was manager of KGER, Long Beach, Cal., resigned Nov. 20 to open his own Hollywood night club known as "The House of Lords".

JOHN F. PATT, manager of WGAR, Cleveland, has been named a member of the board of directors of the Cleveland Rotary Club, and not president as incorrectly stated in the Nov. 15 issue of BROADCASTING.

ELBERT HALING, for the last year director of publicity and continuity for WFAA, Dallas, on Nov. 15 became assistant sales and public relations manager of KFJZ, Fort Worth.

WILLIAM STUHT, formerly with Frederick & Nelson, Pacific Railways Adv. Co. and Foster & Kleiser, has joined the commercial department of KOMO-KJR, Seattle, specializing in men's clothing and fuel accounts.

GEORGE STORER, operator of CKLW, WSPD, WWVA and several other stations, sailed with Mrs. Storer Nov. 20 aboard the *S. S. Washington* for a month's business and vacation trip in England, France and Germany.

VICTOR RATNER, newly appointed CBS director of sales promotion, was presented with a floral horseshoe Nov. 25 by members of the staff in honor of his advancement.

FRANK S. FENTON has been named director of sales of WBNS, Columbus, O.

BEHIND THE MICROPHONE

R. CALVERT HAWS, director of radio at the 1933 Century of Progress Exposition and more recently in charge of the series of broadcasts by Mrs. Roosevelt, sponsored by Selby Shoe Co., has been appointed program and production director of WCFL, Chicago.

GUILBERT GIBBONS, the "Burnt Toastmaster" of WHK's early morning Cleveland program, was married Nov. 16 to Miss Julia Mary Smith, of Cleveland.

LOUISE FITCH has joined the continuity and production department staff at KOIL, Omaha. She is well-known in Omaha as a member of the production staff of the Omaha Community Playhouse.

J. B. LAKE, formerly of WMT, Cedar Rapids, Ia., has accepted a position as announcer with KFAB, Lincoln, Neb. He will handle the *Man on The Street* program in Lincoln.

DON FITZGERALD, former announcer and production man of KSL, Salt Lake City, joins KGMB, Honolulu, Dec. 1 in a similar capacity.

ERNIE SMITH, formerly of WAIM, Anderson, S. C., has been named program director of WBIG, Greensboro, N. C. John Miller, formerly WBIG program manager, has been named program manager of WSJS, Winston-Salem, N. C.

FRANK BLAIR, formerly announcing and producing at WCSC, Charleston, S. C., has been added to the staff of WIS, Columbia, S. C. and is handling Transradio news. Both WCSC and WIS are owned and operated by the South Carolina Broadcasting Co.

RICHARD FAULKNER, formerly announcing markets on KDKA, Pittsburgh, is now announcing and programming for WCSC, Charleston, S. C.

JOE KAYSER, orchestra leader for more than 20 years, has joined the NBC Artists Service, Chicago, as band booker.

MAREN CARDWELL, formerly at KMBC and before that a writer for the movies, has joined the continuity staff of KMOX, St. Louis.

GODFRED KULER, staff announcer of KFJZ, Fort Worth, has been promoted to studio director, with the appointment of John Sullivan, studio director for the last two years, as publicity director. Kuler formerly was with KFDM, Beaumont, Tex., and Sullivan was formerly a stock actor.

ROBERT La BOUR, formerly of WOOD, Grand Rapids, has joined the announcing staff of WJJD, Chicago.

STEEL TRUMPET—Frank Simon, band conductor on the American Rolling Mill Co. program on an NBC-WJZ network, will play the first stainless steel musical instrument, a trumpet, on the Armco program Dec. 2. Here is Dr. Simon, a sheet of stainless steel, the trumpet, and a coworker.

LARRY NEVILLE, continuity writer at KMOX, St. Louis, left his post for a few days recently to take the Missouri state bar examinations at Jefferson City. He was graduated from St. Louis University last June.

SALLIE STEELE, formerly in the continuity and production departments of KOIL, Omaha, has accepted a similar position at WKBB, Dubuque, Ia. She will handle all continuity for the station and will assist the regular announcer on *Man On The Street* program.

JAMES V. PEPPE, of Columbus, dance-band promoter and ballroom operator, has been named director of the band department of CBS Artists Bureau Inc.

WARD BYRON, NBC producer in San Francisco, wrote the sketch in which Helen Jepson appeared at the annual San Francisco Opera Company's Opera-tunities show, staged in the War Memorial Opera House Nov. 15. Before coming to the West Coast, Byron assisted in producing the Metropolitan Opera's *Surprise Parties* in New York.

JOHN THORPE, formerly of the Yankee Network and WNAC, Boston, has replaced Harold Simonds as special events announcer of WFIL, Philadelphia, Simonds going to the sales department.

ROBERT LONGWELL, formerly of WGBF, Evansville, Ind., and Larry Gentile, formerly of CKLW, Windsor, have joined the announcing staff of WJBK, Detroit. George McWilliams, former Detroit newspaperman, is writing continuity for WJBK.

HAL HUDSON, Chicago CBS continuity chief, on Nov. 13 returned to Notre Dame, his alma mater, to address the radio club.

PHIL LaMAR ANDERSON, "Intimate Interviewer" of WLS, Chicago, has resigned to free-lance in that city.

JERRY GEEHAN, formerly basketball coach in Tacoma, has joined KVI, that city, as sports announcer.

GEORGE PUTNAM, former actor, has joined the announcing staff of KGB, San Diego. Arthur Linkletter, program director, was married Nov. 28 to Miss Lois Foerster of San Diego. Vivian Merrill, department store advertising specialist, has joined KGB and is conducting a thrice-weekly shopping program, besides advising on programs appealing to women. In addition she announces a thrice-weekly program House in the Stars, sponsored by Marston Co., department store.

C. A. QUADRINO, remote announcer of WFAS, White Plains, N. Y., resigned following his marriage Nov. to Miss Annarita Lynch, of Astoria, Long Island. Charles Burke, of the WFAS Players, is doubling as relief announcer.

MYLO WESLEY, announcer at KRNT, Des Moines, arrived in Los Angeles late in November with expectation of locating there permanently.

LLOYD UNDERWOOD, formerly of the administrative staff of KNX, Hollywood, but lately free lancing, on Nov. 18 returned to the station as traffic manager.

JACK SAYERS, assistant publicity director of KHJ, Los Angeles, on Nov. 18 was transferred to the station's continuity staff.

FELIX FARRINGTON, formerly of WWVA, Wheeling, and WHIO, Dayton, has joined the announcing staff of WSPD, Toledo.

LEWIS PATTERSON, formerly with the general advertising department of the Hearst newspapers in New York, has been named publicity director of WCAE, Pittsburgh.

CY KING, formerly news commentator on KDKA, Pittsburgh, has joined WBEN, Buffalo, as commentator for the *Buffalo Evening News*.

JACK McLEAN, formerly of WGR-WKBW, Buffalo, has assumed the post of production manager of WBNY, Buffalo.

KENNETH RAPIEFF, former sports announcer of WATR, Waterbury, Conn., has been named to the announcing staff of WICC, Bridgeport, with Lou Haye stepping up to the chief announcing post.

CURTIS MITCHELL, formerly editor of *Radio Stars*, a fan magazine, has become vice president and editorial director of *Radio Guide*, program weekly.

EARL SANDERSON, former production manager of the defunct San Francisco station KFWI, has joined the announcing and continuity departments of KJBS in that city.

HARFIELD WEEDIN, program director of KNOW, Austin, Tex., has assumed a similar post at KTAT, Fort Worth, key station of SBS. Earl Rodell changed places with Weedin. Marjorie Luethi, of KTSA, has been named KNOW continuity director.

C. D. (Chuck) MILLER, formerly announcer at WHO and KSO, Des Moines, has joined the staff of KMA, Shenandoah, Ia.

H. E. NOID has been named head of Radio Central Casting Bureau, Los Angeles.

PAUL RICKENBACKER, CBS program manager in Los Angeles, is the father of a boy born Nov. 12. Mrs. Rickenbacker is known in radio as Mona Lowe, singer.

ROBERT W. WILSON, new announcer at WMBD, Peoria, and formerly of WLBC, Muncie, Ind., was married recently to Miss Mary Jane Patterson, of Muncie.

JACK BARRETT, Detroit newspaperman, has been named publicity director of WJBK, Detroit, succeeding Charles Sterritt who is announcing and handling news programs.

PHIL ROSS, formerly production manager of WJAY, Cleveland, and WGR-WKBW, Buffalo, has been named program director of WIBX, Utica, N. Y.

DICK CHAPLAN, formerly with the NBC press department in New York, has joined the American Wild Life Institute as publicity director. Although the Institute has its headquarters in Washington, Mr. Chaplan will maintain an office in the Empire State Bldg., New York.

HELEN ARLEN has been named publicity director of KMTR, Hollywood, and will also present weekly interviews.

Pooey! to you . . .

We told a Walkathon promoter with $1200 greenback in his hand—Not up to our standard. KTUL, Tulsa, Okla. Columbia Affiliate. W. C. (Bill) Gillespie, V. P. & Gen'l-Mgr.

Have YOU tried US yet? Fredmans did!

Fredman Bros. Furniture Company
614 South Adams Street
PEORIA, ILL.

September 26, 1935

Mr. Ralph Ehresman
c/o W.M.B.D. Peoria, Illinois

Dear Mr. Ehresman:

We opened our store on March 10, 1934 and started on your station W.M.B.D. with three spot announcements each day, and we have gradually grown, enlarging our broadcasting appropriations and at the same time our store has grown rapidly. We have enlarged our store three times since our opening, and today during a period of 18 months we are one of the largest furniture institutions in Central Illinois.

We are now using ten spot announcements each day. Fifteen minutes on Monday night - fifteen minutes on Wednesday night - thirty minutes on Thursday night and thirty minutes on Friday night.

Radio has been a consistently good business-getter for us, especially in the farm community. We spend approximately a 40% average of our yearly appropriations on radio broadcasts.

Yours very truly

FREDMAN BROS. FURNITURE CO.

S1 Brown
Manager

Just one of the 175 Local Advertisers and 70 National Advertisers Using WMBD

Results is the Answer—Proving that you cannot cover Central Illinois without WMBD! A test will prove it. Send for full information.

PEORIA BROADCASTING COMPANY
Edgar L. Bill, Pres. & Mgr. Chas. C. Caley, Comm. Mgr.

Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

YES!
WLBC—Muncie

Wake up!
—to daytime possibilities

Potential Audiences Ranging from 13,000,000 to 16,000,000 Radio Homes—which is actually only slightly less than the total evening home circulation. Also, of course, weekday time audiences are preponderantly women, and if you sell the woman in the home, you've sold the one person who counts most in family buying.

Double the Time Available—at HALF THE PRICE

The 10-hour span from 8 a. m. to 6 p. m.—exactly double the evening span in length—allows freer scope for program-planning today—at *half* NBC evening rates. (Let us tell you, incidentally, how Radio Housewives spend every half-hour in the day. Figures from recent Market Research Corporation of America survey: have you seen it? We'll bring it!)

Intensely Receptive Mood—LOOK AT THE RECORD!

Into these 10 hours—the 2/3 of a woman's waking life when the bulk of home-and-family-planning is done—Daytime Radio pours entertainment, advice, directions, ideas. Its hold on woman's interest is strengthening steadily—as advertisers have proved.* Available time, program ideas, merchandising suggestions, and costs—on NBC networks or local stations—are yours for the asking.

***Send for our book, "Sales Begin When Programs Begin"**

Tune in the RCA Magic Key Program every Sunday 2 to 3 P.M., E.S.T., on WJZ and associated NBC stations

NATIONAL BROADCASTING COMPANY

INCORPORATED

A RADIO CORPORATION OF AMERICA SUBSIDIARY · NEW YORK · CHICAGO · WASHINGTON · SAN FRANCISCO

IN THE CONTROL ROOM

TWO engineers named Swanson (no relation) have been added to the staff of WJJD, Chicago. One is Carl R. Swanson, formerly chief engineer at KMMJ and WHO; the other, Harold Swanson of Chicago, who will handle night assignments.

HARRY BARHAM MILLER, of the engineering department of WOR, Newark, has been shifted to the announcing staff. Miller, a native of London, has been in the technical end of radio for 15 years.

TOM CHURCH, plant supervisor at KMOX, St. Louis, is now a Kentucky Colonel.

LEWIS NORTH, transmitter engineer of KVI, Tacoma, is the father of a girl born in November.

KRNR—

New and Needed

ROSEBURG, OREGON

Never before has this rich Pacific Coast Market and day time Reception

- AP News Service
- Fine Equipment
- Newspaper Cooperation
- 1500 KC. 100 Watts

•

Owned and operated by the

ROSEBURG NEWS-REVIEW

ROSEBURG, OREGON

A. M. FERRES, formerly panelman and relief transmitter operator at WFAS, White Plains, N. Y., has joined the staff of WHN, New York.

ERNEST L. ADAMS Jr. has been named acting chief engineer of WHIO, Dayton, replacing R. H. Lingle Jr., resigned.

ERNEST ROY, technician at WBEN, Buffalo, was severely burned on the hands when he contacted a live wire while installing the new ultra short-wave transmitter.

LEO SPENCER, engineer of WGAR, Cleveland, has taken a sales position with Philco Radio & Television Corp., in Boston.

LESTER E. BESSEMER, for five years with WMAZ, Macon, Ga., has resigned to join Collins Radio Co., Cedar Rapids, Iowa. Bessemer was graduated last Spring from Georgia Tech, having taken the five-year course in electrical engineering. W. H. Horne, Georgia Tech graduate, replaces Bessemer.

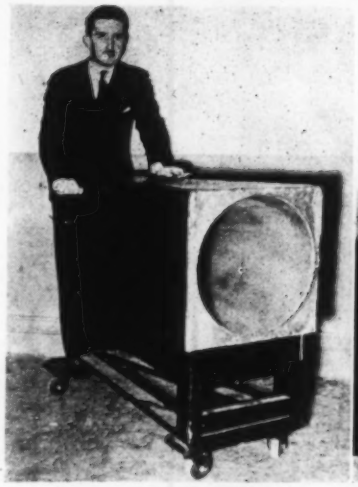
RICHARD KELLY has joined the engineering staff of WICC, Bridgeport, Conn.

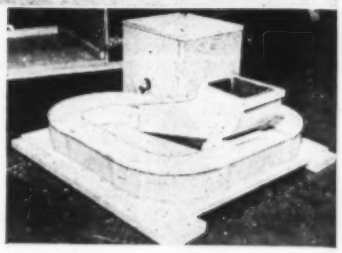
TRUETT KIMZEY, chief engineer of KFJZ, Fort Worth, and Mrs. Kimzey are the parents of a daughter, Karolyn, born recently. Mr. Kimzey is now experimenting with a television installation.

George E. Graff

GEORGE E. GRAFF, president of WRAK, Williamsport, Pa., and the Sun-Gazette Co., died Nov. 11 at the age of 70 following a long illness. He had retired from active duty in 1932 but had maintained contact with his interests. He is survived by his widow.

KNX, Hollywood, has started a presidential poll, with listeners voting by post card.





GUSTY GERTIE'S GONE—And a brand new wind machine has replaced her at Radio City. Here is Ray Kelly, NBC chief sound technician, shedding a few tears over historic Gusty Gertie (left), a hand-cranker, and proudly surveying his new creation (upper right). Its innards are exposed in the third photo (lower right).

Withycomb Honored

DONALD WITHYCOMB, manager of WFIL, Philadelphia, has been named to head the entertainment committee of the Poor Richard Banquet for 1936. One of the oldest and most respected advertising clubs in the United States, Poor Richard annually presents a banquet and show each Jan. 17th. Mr. Withycomb's appointment marks the first time a radio executive will guide the entertainment for this affair. He contemplates many unusual features for the coming show, the basis of which will be the presentation of outstanding radio personalities. The following are expected to accept membership on the entertainment committee: Emanuel Sacks, president, WCAU Artist's Bureau; Harold Gilbert, attractions manager, Gimbel Brothers Store; Harold Simonds, WFIL Sales Department; Benedict Gimbel Jr., president of WIP; Martin Gosch, WFIL press director, stage manager.

PARKER PEN Co., Janesville, Wis., through Blackett-Sample-Hummert Inc., Chicago, has purchased participating spots on WGN, WJR, KMOX, WCAU, WNAC.

Philip O. Palmer

PHILIP O. PALMER, head of the advertising agency bearing his name, passed away at his Chicago home Nov. 12 of heart disease. He was 44 years old. Mr. Palmer's entire business career had been spent in advertising, first with the Thomas Cusack Co., and later as a principal in the general advertising agency of Bailey, Walker & Palmer. When Mr. Bailey died and this agency was dissolved, Mr. Palmer opened his own agency and began to specialize in radio, one of the earliest such organizations in this field. Freeman Keyes, vice-president of Philip O. Palmer & Co. Inc., has succeeded Mr. Palmer as president. Otherwise the company will continue to operate without any changes in either accounts or organization line-up.

William E. Rhodes

WILLIAM E. RHODES, president of Rhodes & Leisenring, Chicago, publishers representatives, died Nov. 23 on the train while en route to Tucson, Ariz. Mr. Rhodes was also a partner in the firm of Radio Circulation Builders Inc., which had charge of the radio series of *Pathfinder Magazine*. Mr. Rhodes, who was 56, had been in ill health since last spring and was traveling to a health resort in the company of his physician when death occurred.

Joseph Bulova

JOSEPH BULOVA, founder and president of the Bulova Watch Co., New York, one of the earliest and most extensive users of spot time on the radio, died Nov. 18 after an illness of two months. He was 84. Although he never retired, Mr. Bulova left the management of his business largely to his son Arde, who directed the company's radio activities and who is also financially interested in WNEW, Newark. The son will carry on the business.

APPROVED

by Spokane Department Stores

KFPY

Now Operating On

890

Kilocycles

Of the five Spokane Department Stores, only four use Radio. All four use KFPY, three exclusively. Incidentally the store that has made the largest percentage of gain is exclusively KFPY.

•

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO

7 out of 10

Listeners to

BUFFALO STATIONS

tune in

WGR or WKBW

between 5 and 7 P. M.

says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by

FREE & SLEININGER

Associated

Recorded Program Service

recorded on Vinylite, the quieter surface—
no warping—deeper and richer tone quality.

An initial library of fifty playing hours from the following varied classifications of music . . .

DANCE MUSIC
Waltzes
Fox Trots
Rhumbas
Tangos

HILL BILLY
Songs with Guitar and with Orchestral accompaniment in novel combinations.

CHAPEL CHIMES
Sacred and Secular music in unique treatment with bells.

GRAND OPERA
With prominent Soloists and large Chorus and full Symphony Orchestra.

SAINT BARTHOLOMEW'S CHOIR
In familiar Hymns and Anthems.

VOCAL SOLOS
Wide variety of Arias and Ballads, some with Piano, others with Orchestra accompaniment.

BRASS BAND
Marches, Overtures and Concert numbers by the full Goldman Band and the Italian Fascist Band.

SYMPHONIC ORCHESTRA
In wide variety of music under direction of world renowned conductors.

LIGHT SALON ORCHESTRA
Under conductors of international reputation in programs of wide interest and use.

LIGHT OPERA
With Soloists, Chorus and Orchestra in the "Show Hits" of the past.

ROMANTIC CYCLES
Soloists, Chorus and Orchestra under direction of Louis Katzman in light opera medleys.

ORGAN
In solos — also with orchestra accompaniment in novel combinations.

Recorded under license by Electrical Research Products, Inc. — Western Electric Wide Range System—Vertical Cut (Hill & Dale).

Appropriate Continuities providing three hours of programs daily.

One and one-half hours of playing time will be added monthly to the fifty hours now available.

Write for price quotation and further particulars.

Produced by—

ASSOCIATED MUSIC PUBLISHERS
INCORPORATED

25 West 45th Street • New York

Yes, THAT is our advertisement

but you wouldn't know it unless we told you.

◆

Neither do the people of Western Montana know you are on the air unless you use

KGIR
NBC
BUTTE · MONT.

Representatives:

JOE McGILLVRA
New York • Chicago

WALTER BIDDICK
Los Angeles • San Francisco

McCosker Honored At Tribute Dinner

WOR President Is Eulogized By Public, Radio Notables

THE MOST remarkable tribute ever paid any leader of the radio industry was accorded Alfred J. McCosker, president of WOR and former president of the NAB, at a dinner Nov. 23 in the Hotel Plaza, New York, given under the auspices of the Ladies Auxiliary of the Infants Home of Brooklyn and attended by about 1,500 persons, including notables in official, business and radio fields. Though the dinner was intended as a tribute to Mr. McCosker's benefactions to the Infants Home, the proceeds going to that charity, it occasioned a spontaneous outburst of eulogies to the veteran WOR executive for his contributions to the radio field as well.

During the speeches, carried by WOR and the Mutual Network and also by WMCA and the Inter-City Group, several significant remarks were made touching not only upon Mr. McCosker's high standing in radio but upon the radio field generally.

For the first time, it was disclosed by Isaac D. Levy, coowner of WCAU and a founder and treasurer of CBS, that Mr. McCosker had been offered the presidency of CBS when it was first acquired from its former operators about six years ago—at a substantial salary and with an interest in the company. He declined, Mr. Levy asserted, entirely out of loyalty to WOR and the Bamberger company, which owned the station before its acquisition along with the Bamberger store by R. H. Macy & Co. several years ago.

Not to Be Dominated

SENATOR Robert F. Wagner (D.) of New York, another speaker, in addition to lauding Mr. McCosker, urged the maintenance of radio "as a medium of education, culture and entertainment as free as the press, not to be dominated by any single interest and not to be dominated by the government."

Grover Whalen, chairman of the dinner, read a letter from President Roosevelt lauding the guest of honor; FCC Chairman Prall paid him high tribute, as did RCA President David Sarnoff; Mayor LaGuardia sent his felicitations by telegram when forced to be absent in mourning for the late Aldermanic President Bernard Deutsch; Father Coughlin sent his congratulations, and Donald Flamm, operator of WMCA, paid tribute to him as a friend. Other speakers included Gov. Harry Hoffman of New Jersey, Mayor Meyer Ellenstein of Newark and Edward P. Mulrooney, and on the dais also were Harry Hershfield, cartoonist-humorist, who was toastmaster; Gene Buck, president of ASCAP; Albert Goldman, New York postmaster; Louis Bamberger, and Jack I. Straus of the Macy Co., among other notables.

Radio was prominently represented on Mr. Whalen's committee, which included the following from the broadcasting and related fields: A. L. Ashby, M. H. Aylesworth, James W. Baldwin, Thad H. Brown, Maj. Edward Bowes, Gene Buck, Nathan Burkan, Dr. Walter Damrosch, Percy L. Deutsch, Bide Dudley, Rev. Charles E. Coughlin, Leo J. Fitzpatrick, Donald Flamm, Ernest B. Foote, Gabriel Heatter, G. W. Johnstone, Edward Klauber, Edgar Kobak, Isaac D. Levy, Dr. Leon Levy, Philip G. Loucks, Alfred W. McCann Jr., Frank E. Mason, Herbert Moore, Walter J. Neff, Harry O'Melia, William S. Paley, R. C. Patterson Jr., George H. Payne, J. R. Poppele, Anning S. Prall, Ira E. Robinson, Sigmund Romberg, Sol A. Rosenblatt, John Royal, F. M. Russell, David Sarnoff, Frank D. Scott, Theodore C. Streibert, Rudy Vallee and Frederic A. Willis.

SEASON OF PRIZES GETS UNDER WAY

SEASON of the prize awards for achievements in radio is under way, with the American Academy of Arts & Letters announcing in mid-November its diction winner at about the same time that the H. P. Davis Memorial Award was being made in Pittsburgh. Still to come is the Batten, Barton, Durstine & Osborn award to the announcer adjudged best for the year by its special committee.

The American Acadamy medal for best diction, which had been suspended last year, was awarded this year to Alois Havrilla, veteran NBC announcer. Previous winners were Milton Cross, 1929; Alwyn Bach, 1930; John Holbrook, 1931; David Ross, 1932, and James Wallington, 1933.

In addition the American Academy for the first time announced an honorable mention — Thomas Freebairn-Smith, KNX, Hollywood. This is the nearest to a non-network selection in the six years of the medal award, which is made on the basis of pronunciation, articulation, tone quality, accent and cultural effect by a radio committee acting after receiving reports from speech experts of universities and other institutions throughout the country.

The H. P. Davis Memorial Award of $150 in cash and a gold medal, established by Mrs. Davis in memory of her husband, founder of KDKA and former chairman of NBC, this year went to Tony Wakeman, sports announcer of KQV and WJAS. Last year the winner was Wilbur C. Sutherland, of KDKA, and in 1933 Ted Webber, also of KDKA, was the winner.

CKLW Stays on MBS

SETTLING a controversy of several weeks' standing, the FCC Broadcast Division Nov. 19 authorized the Mutual Broadcasting System to exchange programs with CKLW, Windsor-Detroit, for a six-month period from Dec. 1. The same authorization applied to other Canadian broadcast stations. CKLW joined MBS last September, with the shift in NBC and CBS outlets in Detroit, and MBS since then has been feeding its network programs to the station under temporary authority.

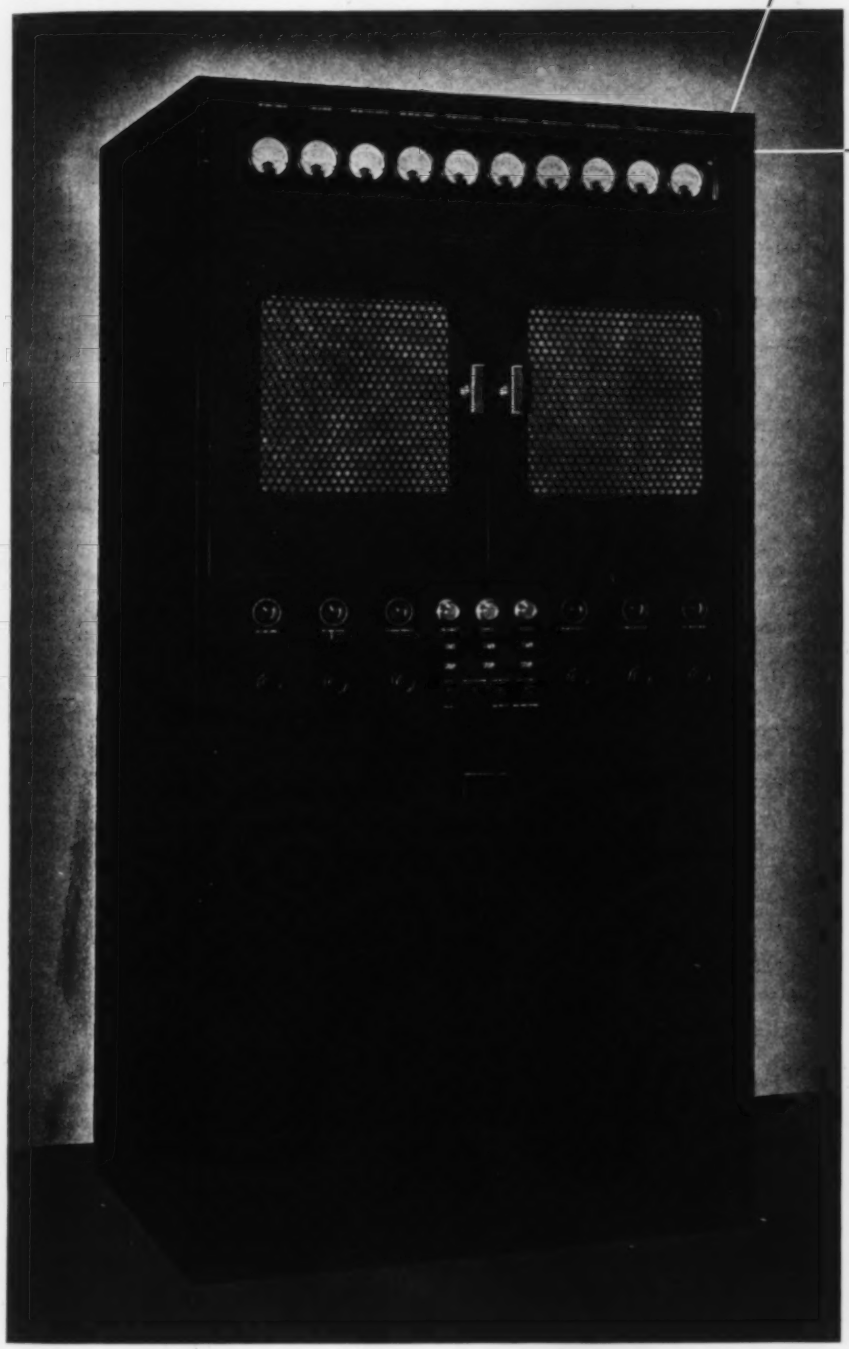
Ajax Hosiery Tests

AJAX HOSIERY MILLS Inc., New York (women's hosiery), is using spot announcements five times a week on WIP, Philadelphia. The announcements are live with a two-minute commercial in the morning and a 50-word announcement at night. This campaign is a test. Blaker Adv. Agency Inc., N. Y., handles the account.

西滿淺拿省袁城播音台聯合公共播音站

the COLLINS 20C
HIGH FIDELITY

ONE-KILOWATT TRANSMITTER



★ ★ ★ COLLINS broadcast equipment has established a unique reputation for faithful transmission. The frequency response of the 20C is uniform within plus or minus 1.5 decibels from 30 to 10,000 c. p. s. Total r. m. s. harmonic content is less than 5 per cent of the fundamental at 95 per cent modulation. Carrier noise is held 60 decibels (90 decibels weighted value) below program level by generous circuit design and without resorting to "hum bucking."

All components are over-sized and adequately protected by overload devices. The use of the very best materials and the most skillful mechanical design gives a fine appearance inside and out.

Every type of transmitting apparatus is manufactured by the Collins Radio Company. Microphones — Series 12 Speech Input Systems — Studio Accessories — Concentric Transmission Lines — Tower Impedance Matching Units — every component from microphone to antenna is co-ordinated for best performance. ★ ★ ★

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

Shows Yield to Radio

ANOTHER Broadway production "Victoria Regina," has announced that it will not give a public performance the night its leading actress, Helen Hayes, is on the air. The show is now in rehearsal, Miss Hayes being heard in a Tuesday night NBC-WJZ program, 9:30-10 p. m., for General Foods Corp., (Sanka Coffee). By coincidence "Jumbo" which is on the air opposite Miss Hayes on Tuesday nights, is the other Broadway show that closes its theatre on that night that the sponsor, Texas Co., may have the use of the theatre and most of the principal actors. "Jumbo" is written by Ben Hecht and Charles McArthur and Mr. McArthur is the husband of Helen Hayes.

LONGVIEW!

—Financial Center of East Texas Oil Field

—Home of East Texas Chamber of Commerce

—A City That Is Growing and Buying

—Let KFRO Sell this Territory For You

KFRO

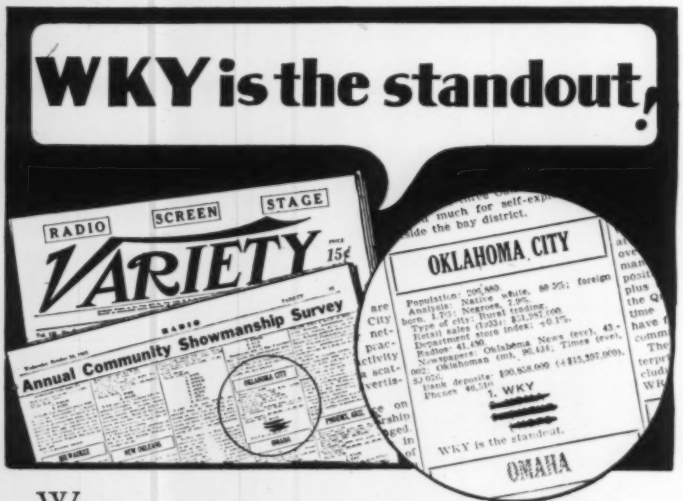
"Voice of Longview"
Longview, Texas

Offshore Transmitter

KDON, new 100-watt station on 1210 kc., at Del Monte, Cal., is believed to be the only broadcaster to have its transmitter in the Pacific Ocean. It is planted 50 feet off shore adjacent to the Monterey (Cal.) municipal wharf. An innovation of the new station is a new type radiator perfected by Richard Field Lewis Jr., engineer in charge. With studios in the Del Monte Hotel, KDON opened with a gala dedication program Nov. 8. The station is owned and operated by Lewis, well known California radio technician, and Allan Griffin, publisher of the *Monterey* (Cal.) *Peninsula Herald.* Walter Biddick Co. is exclusive representative.

Suit Transferred

THE $200,000 damage suit filed by Tess Gardella against NBC, General Foods Corp., and the Log Cabin Products Co. Inc., for alleged infringement of the right to use the name "Aunt Jemima", has been transferred from the New York Supreme Court to the United States Federal Court. No date for trial has been set. Miss Gardella claims she has used this name since 1920 and that since Oct. 2, the defendants have presented a radio character on the Log Cabin NBC-WEAF show who uses the name "Aunt Jemima" and imitates her singing style.



WITH this crisp, unqualified comment, Variety, the candid journal of the show world, describes the Oklahoma City situation in its third annual community showmanship survey published October 30.

WKY, through a sustained combination of local and network showmanship, gets listened to more attentively, written to more often, talked about more frequently and is more a part of everyday living in the 177,700 radio homes in its primary service area than any other station.

The standout favorite with listeners in the Oklahoma City Market is naturally doing the standout job for advertisers. Better business at the box office is the reason why local and national advertisers alike place more business with WKY than with any other Oklahoma City station.

WKY Oklahoma City

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

NATIONAL REPRESENTATIVE—E. KATZ SPECIAL ADVERTISING AGENCY

CRC Transatlantic Receiver

A SPECIALLY-BUILT isolated receiving station for transatlantic reception has been completed for the Canadian Radio Commission, which announces that it will shortly inaugurate a daily service of overseas programs on its national network. The new station, ten miles west of Ottawa, will replace the radio-telephone system.

It is equipped with two sets of antenna, each set on four poles and directed for best reception. The two antennae, 1,000 feet apart, are connected with a separate receiver designed by Canadian Marconi Co. The signals from the two receivers are blended on one control panel to overcome fading and skip distance. To overcome all possible outside interference the station is built far in from a highway and the leads from the two antenna systems are brought to the station through a double set of copper tubes, the space between the two tubes being filled with nitrogen gas at 100 pounds pressure.

The station is in charge of K. A. MacKinnon, with Charles Finlay as operator. The best programs received during the daytime will be recorded on the blattnerphone machine and rebroadcast during the evening hours. Telephone lines connect with CRCO, Ottawa Commission station.

Oil, Utility Sponsors

OIL and public utility companies are sponsoring news broadcasts over KTUL, Tulsa, Okla. Phillips Petroleum Co., through its Bartlesville, Okla., home office and Lambert and Feasley Inc., New York agency, signed for 19 weeks on a 15-minute UP news period nightly at 10 p. m. Barnsdall Oil Co. signed for a 15-minute daily program at 6 p. m., using UP news. Public Service Co., electric utility, is using the 7:45 a. m. period of news and the Oklahoma Power and Water Co., on behalf of appliance dealers in its territory, is carrying the 10:50 a. m. news period.

Watch December 15 Issue For

Big Announcement

KGMB

HONOLULU, HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Educational Group Soon to Be Formed

Membership Being Recruited For Cooperative Committee

WITH ABOUT half of the 40 persons invited to serve already having accepted, plans to set up a committee to cooperate with the FCC Broadcast Division in development of educational and cultural programs were well under way as BROADCASTING went to press Nov. 29. Dr. John W. Studebaker, U. S. Commissioner of Education, was named chairman of the Committee last May.

Funds to defray the expenses of the committee's operations may be forthcoming, half from the National Advisory Council on Radio in Education and the balance from the NAB. The total fund probably will be about $25,000. It is reported that the Rockefeller Foundation proposes to advance about $13,500 through the National Advisory Council, with a similar amount to be furnished through the NAB.

About a month ago, following a series of meetings, the Broadcast Division selected a list of educators, broadcasters, Federal officials, and others qualified to sit on the committee and dispatched letters to them inviting their participation. Thus far, it is reported, about 50% have responded favorably, with one or two rejections. The list of members will not be divulged until the organization has been completed.

Scope of Activity

THE DECISION to appoint the committee, designed to be thoroughly representative of all elements interested in the educational and cultural phases of broadcasting, was reached by the Broadcast Division immediately following the hearings last May at which this subject was discussed. The scope of the committee's activity, as outlined by Chairman E. O. Sykes of the Broadcast Division, will be that of devising cooperative methods under which educational, religious and cultural broadcasts may be enhanced. The Broadcast Division itself will retain regulatory jurisdiction.

More than likely a month will elapse before the committee is finally organized and holds its first meeting, because of the delay occasioned in procuring acceptances from some of those invited to membership.

It is believed that membership of the Committee will include several FCC officials along with representatives of certain of the Government departments identified with radio programming, such as the Department of Agriculture. Broadcasting station representation unquestionably will include one or two officers of the NAB, representatives of the networks, representatives of several individual commercial stations and of educational non-commercial stations, religious leaders and perhaps officers of women's and home economic organizations.

Meetings of an organization committee with Chairman Sykes and other members of the Broadcast Division have been held from time to time. Chairman Studebaker and representatives of several educational organizations and the NAB have participated.

Stations, Agencies Joining Drug Group

ADMISSION of 15 broadcasting stations and 10 advertising agencies as associate non-voting members was announced Nov. 20 by the Proprietary Association. Some two months ago, the Association's executive committee agreed to admit agencies and media to associate membership to obtain closer cooperation in the organization's campaign for improved standards in the field of proprietary drugs and cosmetics. An advisory committee on advertising has been set up.

In addition to the new admissions, Stanley P. Jadwin, chairman of the membership committee, announced that 34 applications for membership have been received during the last month.

New associate members are announced as follows:

Advertising agencies: Arthur Kudner Inc., New York; J. M. Mathes Inc., New York; Martin Inc., Detroit; William Esty & Co. Inc., New York; Cecil, Warwick & Cecil Inc., New York; Ruthrauff & Ryan Inc., New York; Marschalk & Pratt Inc., New York; Aitkin-Kynett Co., Philadelphia; Charles W. Hoyt Co. Inc., New York; Dillard Jacobs Agency Inc., Atlanta.

Broadcasting stations: WFBR, Baltimore; WSYR, Syracuse; Don Lee Chain (Pacific Coast)-KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KMJ, Fresno; KFBK, Sacramento; KWG, Stockton; KERN, Bakersfield; KOIN, Portland; KVI, Tacoma; KOL, Seattle; KFPY, Spokane.

Coloradoans Elect

WITH Elson H. Whitney, Denver attorney, as its managing director, the Colorado Association of Broadcasters on Nov. 18 completed organization at a meeting in Denver. The association embraces all stations in the state, which will be jointly represented on copyright and other mutual matters. Rex Howell, owner of KFXJ, Grand Junction, was elected president. State Senator Curtis P. Ritchie, owner of KGHF, Pueblo, was elected vice president, and Frank Bishop, program director of KFEL-KVOD, Denver, was named secretary-treasurer.

KGKO Hearing Set

HEARING on the protest against the removal of KGKO from Wichita Falls to Fort Worth, Tex., will be held late in January in that city, the FCC Broadcast Division decided Nov. 26. Originally, the FCC had granted the transfer application, placing the station's operation under the *Fort Worth Star-Telegram*, without a hearing but protests were filed by numerous chambers of commerce, which requested also that the hearing be held in Wichita Falls. The exact date and the examiner to preside have not yet been designated.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

COLORADO HOUSE Votes to Ask FCC to Increase KFEL-KVOD Power

THE Colorado House of Representatives has adopted a resolution requesting the FCC to grant KFEL-KVOD, Denver, authority to increase their power to 1000 watts during the special legislative session.

A telegram to this effect was sent to the FCC in November by Moses E. Smith, speaker of the House. In reply Herbert L. Pettey, FCC secretary, wired that no request for this increase had been received from the licensees. The resolution (HR-3) follows:

Whereas, radio stations KFEL and KVOD of Denver, Colorado, have been granted the privilege by the Governor of the State of Colorado, the Speaker of the House of Representatives, the President of the Senate and by a vote of the members of this House, of broadcasting proceedings of this General Assembly; and

Whereas, public interest in said proceedings is state-wide, and said radio stations have to date broadcast practically every word of testimony in said proceedings; and

Whereas, we are given to understand that said radio stations are the only Denver radio stations whose schedule can be so arranged as to permit the uninterrupted broadcast of all of said proceedings, and the management of said stations has shown a desire to cooperate with this body in every way possible, even to offering to increase power for the duration of these proceedings if the proper authority can be secured from the Federal Communications Commission; and

Whereas, the Governor of the State of Colorado has seen fit to make a telegraphic request to the Federal Communications Commission, requesting that said stations be granted authority to increase power to one thousand watts for the duration of the proceedings of this Special Session.

Now, Therefore, Be It Resolved that this body authorize that the Speaker of the House of Representatives send a telegram in the name of this body to the Federal Communications Commission, Washington, D. C., making a request similar to that of the Governor for said increase of power.

Colorado Net Jan. 1

DELAY in securing telephone line facilities to Grand Junction, Col., has held up inauguration of the recently formed Colorado Radio Network, comprising KFEL-KVOD, Denver, as key station; KVOR, Colorado Springs; KGHF, Pueblo, and KFXJ, Grand Junction. The network, however, will start functioning by Jan. 1, 1936. According to Gene O'Fallon, manager of KFEL-KVOD, who will also be sales manager of the network, the remaining personnel will be: Frank Bishop, station relations director; Jerry Akers, assistant sales manager; Frank Golder, technical director, and William S. Wales, traffic manager.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*
On The Favored, Uncrowded Frequency of 570 Kilocycles
—:—
Unrivalled Reception in The Rich Western North Carolina Market

Arrangements Complete For Havana Radio Party

WITH AN attendance of more than 100 broadcasters anticipated, final arrangements have been completed for the Sixth Annual Convention and International Radio Party, to be held in Havana, Cuba, Dec. 9, 10 and 11. Host to the convention will be the Cuban Tourist Association. Miami headquarters are at the Columbus Hotel, and in Havana at the National Hotel.

The program provides for a "Round Up" in Miami on Dec. 5, including sight-seeing and other entertainment. On the following day the party will embark on an over-night cruise to Havana aboard the steamship *Florida*. There will be a round of festivities Dec. 7-12 in Havana, including a reception at the Presidential Palace on Dec. 9, and a reception by the Mayor of Havana prior to departure.

Smith Brothers Spots

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops), is placing a series of 18 one-minute transcribed announcements on a list of stations not yet selected. The account is placed by Homann, Tarcher & Sheldon, New York. World Broadcasting System is handling the recording.

THE HUGHES Medal of the Royal Society of London was awarded last month to Dr. Clinton J. Davisson, research physicist of the Bell Laboratories staff and formerly with Western Electric, for his part in the discovery of electron diffraction.

Prall Visits President

COMMUNICATIONS, particularly broadcasting, were discussed by President Roosevelt with Chairman Prall of the FCC on two successive days during the last fortnight. Mr. Prall visited the President Nov. 14 for a brief discussion, which was continued in greater detail at a luncheon meeting the following day. Details of the conversation, of course, were not divulged, except for mention by the President at a press conference that the FCC was progressing with its telephone investigation.

ANOTHER newspaper station, to operate on 1310 kc. with 100 watts daytime, was authorized Nov. 26 by the Broadcast Division of the FCC upon application of the *Pampa* (Tex.) *Daily News*.

COMPLETE
UNITED·PRESS
NEWS COVERAGE

Business is Good in Seattle

Department of Commerce Report Says—

For Week Ending November 13—

Retail and department store business marks substantial increase; wholesale business ahead of a year ago; bank clearings 16.7 per cent above year ago; lumber production up 4,000,000 feet from previous week, and 25,500,000 feet larger than the average this year.

K J R

5,000 Watts

EDWARD PETRY & COMPANY
National Representatives

We Are Honored

"Variety's" Showmanship Poll Thus Rates the Boston Stations

1. WNAC
2. WEEI
3. **WMEX**
4. .....
5. .....
6. .....
7. .....

After only one year's operation, we feel honored to "show" with our distinguished friends WNAC and WEEI.

WMEX

Member of Inter-City Group

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

WHEN PEARLOTION WENT RADIO

Its Small, Local Distribution Jumped Amazingly; Regional Sales Now Getting Under Way

FOR the last five years, a hand lotion known as Pearlotion has been on the market in Minneapolis, St. Paul and immediate vicinity. It was made by a former druggist who has his factory at his small store on the outskirts of Minneapolis. Daytimes he called on the drug trade, sold what he could of his lotion, and evenings he went to his factory and with the help of his wife, manufactured and bottled the preparation.

The product was well received, but because of limited capital he was unable to do any advertising, and his sales were limited to his own efforts. While the business showed a small growth each year, in August, 1935, it was still very much of an unknown quantity in the drug trade of the Northwest.

And Then Radio

EARLY in August, 1935, a new sales company was formed, directed by M. W. Carter, who worked out a radio campaign on WCCO, Minneapolis, and a special sales offer for customers and druggists. The manufacturer agreed to limit himself to the manufacturing and increased his facilities for so doing. The radio program went on WCCO five times a week, 9:15-9:25 a. m. Tuesday through Saturday, starting in August. For talent they used Hugh Aspinwall, WCCO artist who specializes in old familiar songs and homely philosophy, with Ramona Gerhard, staff artist, at the organ.

On Oct. 1, the *Northwestern Drug News*, house organ of the Northwestern Association of Druggists, carried the following story:

"One of the outstanding merchandising successes of the past several years in our Northwest territory is the sensational spread of Pearlotion sales. In the short space of six weeks, this preparation has jumped into first place, being the fastest selling item in its class in the territory served by our company. Its introductory 'nail file deal' together with its aggressive merchandising and advertising program under the direction of M. W. Carter have caught on with both retailer and customer.

"A unique radio program coupled with newspaper advertising, counter and window displays gives the druggist plenty of ammunition to shoot for profit. It is price protected and therefore a welcome addition to every retailer's stock.

"Pearlotion has joined with other manufacturers in sponsoring the special monthly selling events featured by the Northwestern Drug Company. It has contributed valuable time on the air during its daily radio programs over WCCO and merits the one hundred per cent support and cooperation of our membership."

In the first month of Pearlotion programs on WCCO, more than 100,000 bottles were sold to druggists. By the first of November, these had practically all been sold to consumers, and, according to Mr. Carter, a larger reorder business was coming in; so large that the company has expanded its efforts to Iowa, recently buying time on KSO, Sioux City; KRNT, Des Moines, and WMT, Cedar Rapids.

WALTER WINCHELL, the one man newspaper, has been re-signed by Andrew Jergens Co. (Jergens lotion) until Jan. 1, 1937 making his fifth year on the air for this sponsor Sunday nights on the NBC-WJZ network.

Stations and Set Makers Oppose St. Louis Plan to Bar Receivers in Autos

RADIO set manufacturers and broadcasters have united in a vigorous campaign against a proposed ordinance in St. Louis to prohibit automobile radios on the ground that they divert the attention of drivers and cause accidents. The proposed ordinance is a part of a safety campaign inaugurated by Major A. J. Lambert, a member of the board of police commissioners.

At a hearing on the proposed ordinance in St. Louis on Nov. 25, J. L. Van Volkenburg, manager of KMOX, and a representative of WIL, opposed the ban as representatives of all city broadcasters and radio advertisers. More than 100 opponents from the auto and radio industries appeared. There were no advocates present and action was deferred. It was considered likely, as a consequence, that the proposal will die in committee.

Bond Geddes, executive vice president and general manager of the Radio Manufacturers Association, declared in urging opposition to the ordinance that about 4,000,000 auto radios have been sold in the last six years and that there is "no record of a single accident anywhere attributable to it". He estimated that in Missouri there are about 100,000 automobile radios representing an investment of some $3,000,000.

Last April a similar measure was offered in Connecticut but failed to get out of committee. Many investigations, he said, have shown conclusively that radio is a safety factor and prevents accidents by keeping drivers more alert, reducing speed, and otherwise. Not a single city or state has yet adopted any anti-radio ordinances of this character.

The proposed St. Louis ordinance would impose a fine of not less than $5 and not more than $500 upon any one violating the provision by operating a radio in any vehicle on any street, alley or other public place.

RCA Sells EMI Stock

PRESUMABLY in line with the centralization of RCA activities and holdings, David Sarnoff, RCA president, announced Nov. 15 that 1,700,000 ordinary shares of the Electrical and Musical Industries Ltd., of England, now held by RCA, have been sold. The purchasers are the British bankers, Messrs. Morgan Grenfell & Co., and Edward De Stein & Co., of London, with the price totaling $10,220,000 payable in cash within three weeks, in New York funds. The shares were sold ex dividend, and RCA therefore will receive in addition to the purchase price, approximately $400,000 in dividends payable this month.

Mullen Reelected

FRANK E. MULLEN, RCA director of information, was reelected chairman of the National Radio Conservation Council at a meeting held Nov. 20 in Washington. Plans for a 1936 radio series to promote conservation were discussed. The council was organized two years ago and the program has included participation in the *Farm & Home Hour* on NBC.

TAKE A NUMBER from 1 to 10

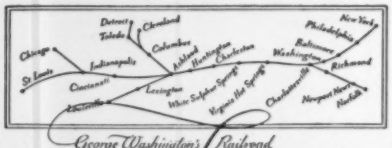
and you won't go wrong on a trip!

1. *Convenient Departure* **2.** *Dependable Schedule* **3.** *Genuine Air-Conditioning* **4.** *Observation Lounge Car* **5.** *Library Lounge Car* **6.** *Radio Entertainment* **7.** *Tavern Diner* **8.** *Exemplary Service* **9.** *Sleep Like a Kitten* **10.** *Arrive Fresh as a Daisy*

The ticket agent of any railroad can route you on

THE GEORGE WASHINGTON
THE SPORTSMAN • THE F.F.V.

The finest fleet of genuinely air-conditioned trains in the world.



George Washington's Railroad

CHESAPEAKE and OHIO Lines

Original Predecessor Company Founded by George Washington in 1785

1785 • ONE HUNDRED AND FIFTIETH ANNIVERSARY • 1935

PAYROLLS UP 110%

FACTORY payrolls in Wisconsin are 22% higher than a year ago and 110% above the '32 low-point. That increase will buy a lot more of what you sell—if you use the one station that covers the Milwaukee-Wisconsin market thoroughly—

WTMJ

The Milwaukee Journal

Representatives, Ed. Petry & Co.

NBC DISC SERVICE PASSES 100 MARK

THE NBC *Thesaurus* transcription library, introduced at the NAB convention last July now has passed the 100-client mark, according to C. Lloyd Egner, manager of the service.

A new sales manual designed for use by station salesmen to aid in merchandising the library has been issued. It includes a list of spot and local advertisers using NBC recorded programs, along with success stories.

The list of subscribers follows: WCMI, WWNC, WSB, WPG, WBAL, KFDM, KGHL, WNBF, WAPI, WBZ, WBEN, WCHS, WDOD, WENR, WMAQ, WSAI, WFLA, WTAM, MUZAK Corp. of Cleveland, KFRU, WBNS, WCKY, WHIO, KOA, KRNT, KSO, WXYZ, WTMV, WFDF, KFJZ, WGBB, WJBY, WHP, WSVA, WDRC, WMFG, KPRC, KWGB, KTUL, KGKB, WIBX, WMAL, WIRE, WIBM, WJDX, WCLO, WMBH, WROL, WJIM, WREN, KLRA, KFI, KECA, WAVE, WLVA, WIBA, WFEA, WMC, WIOD, WALA, WSFA, WNBH, WSMB, WMCA, WTAR, WKY, KIUN, WPHR, WIP, KTAR, KDKA, WPTF, KROC, WHBF, KSD, KSTP, KABC, KFSD, KGO, WGY, KJR, WHBL, KTBS, WSPA, WBZA, KGBX, WKOK, WSYR, KTUL, KGBK, WIBX, WMAL, WRC, W1XBS, KRGV, KGBZ.

Canadian Stations — CFAC, CJCA, CJOC, CFCF, CJOR.

Foreign Stations — Capetown, South Africa; Durban, South Africa; Johannesburg, South Africa; Sydney, Australia; 2GH, Sydney, Australia; KGU, Honolulu, Hawaii.

Raymer Adds Romaine

Mr. Romaine

PIERCE L. ROMAINE, for the last three years with WMCA, New York, has been appointed to the New York office of Paul H. Raymer Co., station representatives, Mr. Raymer announced Nov. 18. A graduate of Harvard, Mr. Romaine joined the George Batten Co. (now Batten, Barton, Durstine & Osborn) early in 1922. Since then he has been engaged in advertising and sales work in New York.

Schulte Cigars on Network

A. SCHULTE CIGAR STORES, New York, will start institutional promotion with a 16 station CBS series Tuesdays and Thursdays, beginning Dec. 3, 7:15-7:30 p. m. The tobacco stores and coupon premiums which are offered with all purchases will be promoted. Talent will include Rube Goldberg, Vera Van and Waldo Mayo orchestra.

Wildroot Returns to CBS

WILDROOT Co., Buffalo (hair tonic) returns to the air Jan. 6 with a CBS program keyed from WGR, Buffalo, where it is currently running as a local campaign, featuring Roger Baker and a male chorus. The 7:15-7:30 period on Mondays will be used. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

MEMORANDUM

Dear Joe:

For the third consecutive year "Variety" has judged WCAE's showmanship first in Pittsburgh.

The station with showmanship, you know, has listeners. And listeners buy. As an advertiser I knew you would be interested.

Yours --
Bill

P.S. WCAE has increased its power to 5,000 watts, adding 1,000,000 new listeners. No extra charge. Good, eh?

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

Here's the solution to your Christmas gift problem. A gift which will be appreciated 24 times a year by the recipient.

BULK SUBSCRIPTION RATES

Single Subscriptions $3.00 EACH
2 Subscriptions $2.50 EACH
5 to 14 Subscriptions $2.00 EACH
Over 15 Subscriptions $1.50 EACH

Year Book Included with all Subscriptions

Another Gift Suggestion—
An attractive binder that holds one year's copies of BROADCASTING. $3.00.
(Name in gold 25c extra)

BROADCASTING
Broadcast Advertising

I ENCLOSE $ ..... FOR ..... SUBSCRIPTIONS

Signed .....

Address .....

City .....

I AM ATTACHING LIST OF NAMES TO WHOM THESE SUBSCRIPTIONS ARE TO BE DELIVERED

WJAY

CLEVELAND - OHIO

* * * * * * *

VARIETY says—
"WJAY practically goes into partnership with its accounts and gives a demonstration of nimble footwork that establishes a *gilt edge community popularity*"

"ON SHEER COMBUSTION AND SOCK THIS STATION IS A LULU!"

WJAY Dominates Local Radio Advertising

Write for Rates
EDYTHE F. MELROSE
General Manager

Repeater Devised For Coaxial Cable

Bell Laboratories' Apparatus Handles 2,000,000 Cycles

PREDICTION that the use of the coaxial cable for television transmission on a nationwide scale will be small for the next ten years was made by Dr. Frank B. Jewett, president of the Bell Telephone Laboratories, at a hearing before the FCC Nov. 25 on the cable's proposed experimental New York-Philadelphia installation.

Dr. Jewett, one of the world's leading electrical communication scientists, holds that practical television is "still quite a distance in the future" but admitted that the installation of the cable between New York and Philadelphia will lend impetus to the art of visual broadcasting because of the location in those cities of three of the leading American companies experimenting in that new science—RCA, Philco and Farnsworth.

The testimony of Dr. Jewett came at a rehearing on the petition of the A. T. & T. seeking to modify purported drastic restrictions imposed by the FCC last July in its order authorizing the experimental installation of the cable between the two cities. On Jan. 6 the Commission will resume its study of the coaxial cable with another hearing when the proposed commercial uses, together with the patents on which the invention is based, will form the principal subject.

While the new coaxial cable in its present form will produce a frequency band width of 1,000,000 cycles, which is capable of handling several hundred telephone conversations but is not deemed sufficient for commercial television broadcasting definition, the Bell Telephone Laboratories president revealed that a new type of repeater is being evolved in his laboratories which gives promise of producing a 2,000,000 cycle frequency band. Thus, he claimed these new repeaters could be placed on the present coaxial cable structure and would be capable of increasing the frequency band to two megacycles which would probably be feasible in the transmission of well-defined television images.

Up to the present time, Dr. Jewett disclosed before the Commission, RCA has been the only television experimenter interested in the coaxial cable to the point of holding discussions with the A. T. & T. about the project. But the Bell Laboratories president stressed that that the A. T. & T. would open up the use of the cable when it is installed for all reputable television concerns for experimentation in the use of their transmitting and receiving apparatus.

Dog's Legal Rights

FROM Tangier, in Spanish Morocco, comes this story of an unusual decision of local magistrates growing out of a disturbance caused by radio. A listener was enjoying a radio drama with his faithful bulldog beside him. Suddenly the action of the play called for the barking of a dog, whereupon the listening animal flew at the set and smashed it to pieces. The set owner sued the broadcasting station for damages, and the court decided in his favor on the grounds that a "broadcasting station has no legal right to cause disturbance in a home and incite the fury of domestic animals."

Equipment for Facsimile To Be Installed by RCA On Four Ocean Steamers

AS THE forerunner of ultimate facsimile for the home, RCA announced formally Nov. 15 that radio facsimile equipment will be installed on four trans-Atlantic vessels for reception of regularly scheduled weather maps, printed matter and pictures. Installation of the regular service, previously reported in BROADCASTING, RCA said, culminates several years of experimentation within the laboratory and at sea.

The development of terminal apparatus, it was said, has been completed, and equipment identical with that exhibited at the Second Annual Marine Exhibition in New York will be placed on four vessels as soon as they make their next call at the New York port. The ships are of American, German, Norwegian and Spanish registry, arrangements having been made previously by Charles J. Pannill, president of Radiomarine Corporation of America, when in Brussels last summer.

RCA explained that the extension of the facsimile service to vessels of other nations "is natural", since the American company is the first in the world to have developed radio facsimile for marine service. Short waves will be used in the service. The U. S. Weather Bureau will supply Radiomarine daily with weather maps of the Atlantic, and these will be sent to the ships on two different frequencies, one adapted for transmission up to about 1500 miles, and the other suited for greater distances. Although the service at first will consist largely of weather maps, the facsimile apparatus also will be tested in reception of type matter and pictures.

Eventually it is expected that facsimile will revolutionize methods of communicating news to ships. In the home entertainment field the day is envisioned when newspapers will be laid down in the home by this photographic radio process by means of an inexpensive attachment to the ordinary receiver.

True-Blue "Pro" Series

NORTHAMPTON BREWING Co., Northampton, Pa. (Tru-Blue beer) has started a weekly half-hour program *Broadway Bandwagon* on WOR, Newark, with Pat Rooney as master of ceremonies and George Hall's orchestra. The program is aired from the stage of a theater in New York City, with four vaudeville acts a week. Professional acts are used, and paid for, radio bookers and agencies being invited to submit acts according to a tieup with American Federation of Actors.

GOEBEL BREWING Co., Detroit, is reported to have paid $15,000 for exclusive sponsorship rights to the 24 hockey games of the Detroit Olympic team this season, all to be carried on WJBK. Account is handled by Maxon Inc., Detroit.

FURTHER recognizing the audience appeal of lighter music, the British Broadcasting Corp. has announced the appointment of Leslie Bridgewater, noted music director and conductor, as its technical expert in light music.

Now! Silent Salesmen add their testimony:

"THINGS HAVE CHANGED IN IOWA"

26 strategically located poster boards cover every arterial highway in Des Moines. Boards reposted every 30 days with new program listings. Two permanent painted boards (10 ft. x 50 ft.) are located in business section. Estimated circulation more than 426,000.

It's here—radio program advertising on billboards. Again, the Iowa Network scores. Newspaper, movie trailer, street car card, window display, direct mail, and now billboard—the list grows. No wonder the radio set-up in Iowa is changed. The Iowa Network, radio stations of The Des Moines Register and Tribune, did it. Get the full story and compare before buying radio time in Iowa. Write now, or call John Blair & Co., New York, Detroit, Chicago and San Francisco.

THE IOWA NETWORK

KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

The MAN on the STREET
Daily 5:45-6:00 P. M.
$100 a month on 6 month contract
1,000 W. KGVO 1260 Kc.
MISSOULA MONTANA

WTMV
in the
ST. LOUIS AREA

27 Percent of the ADVERTISERS Who Opened With WTMV are still on TODAY!

Radio's Supremacy In News Described

THE competition between radio and the press for supremacy in news dissemination is in full swing, with radio now moving to the attack, Herbert Moore, president of Transradio Press Inc., told the Intercollegiate Newspaper Association convention, meeting Nov. 15 in Pittsburgh. He predicted that facsimile and other radio media will replace the press.

Striking at the influence exercised over newspapers by advertisers, Mr. Moore said: "We are not going to allow the sales of news for radio sponsorship to give an advertiser any 'off-the-record' tie-up for favorable publicity in the news, as seems to be the case in some quarters."

Accuracy and absolute impartiality are required by radio to a much greater extent than by newspapers, Mr. Moore said, "because of the superior impact of the spoken word. People believe what they hear over the radio more readily and they have come to depend upon the truthfulness and honesty of the news broadcasts because they have had two years of honest and accurate newscasting due entirely to the development of Transradio."

He explained the operation of Transradio, based on local correspondents, and added that "the role of Transradio is that of safeguarder of the freedom of the press. We refuse to get mixed up in the fight over advertising revenue."

Blame the Philatelists

"TOUGHEST break" to befall any radio reporter on assignment was William Burke (Skeets) Miller's on Nov. 23 when the giant airplane *China Clipper* took off for Honolulu and Manila with an enforced lightened cargo due to the unexpectedly large mail load. Despite his slight stature and light weight, which made it possible for him to enter Floyd Collins' cave in Kentucky to bring that entrapped unfortunate food while on a newspaper assignment for which he won the Pulitzer Prize, Miller had to be left behind. Arrangements had been made to broadcast various stages of the flight over NBC, with Miller, NBC night program manager as the commentator. Harold See, NBC engineer detailed to the clipper ship, who had worked with Miller on the broadcasts from the clipper ship while flying from Baltimore to San Francisco via Panama and while it maintained radio contacts with the stratosphere balloon during its recent ascent, also had to be left behind.

Roi-Tan Disc Spots

AMERICAN TOBACCO Co., New York (Roi-Tan cigar), is using daily disc announcements on 56 stations in 19 states throughout the Midwest, Southwest, and South. The announcements vary in practically every city and in some localities two stations are used. The campaign is scheduled for six weeks. Lawrence C. Gumbinner Adv. Agency, New York, handles the account.

Sterling Co. Cited

STERLING Co., Des Moines (cosmetics), is charged with unfair methods in a prize puzzle scheme in a complaint issued by the Federal Trade Commission. In its Sterling Prize Club, the FTC alleges, the sponsor offered prizes for solutions of problems whereas contestants were required in addition to sell merchandise.

Fallacies Exposed

(*Continued from page 30*)

radio, but if you want to get some material for a radio article that will really be enlightening, send one of your most unprejudiced men on a trip around the nation. The further he gets away from New York, the more convinced he will become that radio is bigger than he ever dreamed it could be. He will find that people of the nation listen to Amos 'n' Andy, Gracie Allen and George Burns, Major Bowes and other entertainment features to which New York people listen; but he will also find thousands (no exaggeration) of other radio programs covering the wide range of American interests. Let him spend a night and a day in a farm home in addition to his visits in the small towns and medium sized cities. When he gets a cross section of "The Fifth Estate" I promise you that he won't think that radio stations must become radio newspapers to serve the people best.

P. S. Statistics on number of radio stations and members of networks were obtained from 1935 BROADCASTING yearbook.

FIRE on Nov. 15 destroyed several thousand dollars worth of equipment in the Kasper-Gordon Studios, Boston, causing a delay of four days in the company's activities.

WMBG

Richmond Virginia

It's the PUNCH that gets the audience.
The following "Names" recently appeared in person on

EARL CARROLL — WMBG — GEORGE WHITE

F. HAWKS
BERT LAHR
CLIFF EDWARDS
LYDA ROBERTI
FIFI DORSEY

If you are looking for a station with Punch and Superior Showmanship

USE
The CBS Outlet in
Richmond

WMBG

"Broccoli and Old Lace"

(*Continued from page 24*)

to the extent we should have done. Sales promotion departments get busy!

Distribution is full of paradoxes. Two of the oldest products known are two of today's newest commodities and services. Transportation and housing have undergone such a course of face-lifting, weight-reducing, speeding up and general rejuvenation that they are becoming two of our newest and most modern industries.

In fact they have become so new that public appreciation of what they can offer in the way of satisfaction has in no way kept pace with the developments which have been made in laboratory and in the experimental field. Housing and the railroads therefore must resort to the same pioneer advertising required of a new product.

Transportation and housing, especially the latter, are two of the most logical markets possible for new radio advertising.

To complete the explanation of our paradox: No product ever gets old. It is always new to someone. Old consumers must continually be reminded of its basic usefulness. If radio is good for a new product, it is just as good for an established one, and for the same reasons.

WBRC

OLDEST AND ONLY FULL TIME
HIGH POWERED STATION IN ALABAMA

1000 WATTS FULL TIME. AFFILIATED CBS

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.

MIRRORS DIDN'T DO IT!

Greater coverage, showmanship, listening audiences, and power are all factors that helped to increase our business over 100% in 1935!

And it's no secret either !!!

You sell Maryland when you buy WBAL.

WBAL

Basic NBC Blue

10,000 Watts 1060 Kcs.

National Representatives

HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WLS, Chicago

Ball Brothers Co., Muncie, Ind. (canning equipment), 26 *sp*, thru Applegate Adv. Agency, Muncie.
Bernard Perfumers, St. Louis, 2 weekly *sp*, thru Hilmer V. Swensen & Co., St. Louis.
Father Flanagan's School for Boys, Boys Town, Neb., 24 *sa*, thru Bozell & Jacobs Inc., Chicago.
Creosoted Pine Post Association, Kansas City (fence posts), 27 *sp*, thru Ferry-Hanly Adv. Co., Kansas City.
Jung Seed Co., Randolph, Wis. (garden seeds), 81 *sa*, thru Frizell Adv. Agency, Minneapolis.
B. Max Mehl, Fort Worth (coins), *sp*, thru Guenther-Bradford Co., Chicago.
Illinois Women's Democratic Club, Chicago, *sp*, direct.
Acme Feeds Inc., Forest Park, Ill. (hog feed), 39 *sa*, thru Wade Adv. Agency, Chicago.
Sears, Roebuck & Co., Chicago (fur market), 2 weekly *sp*, direct.
Oyster Shell Products Co., New York (poultry grit), 26 *sa*, thru Husband & Thomas Co. Inc., N. Y.
New Whitcomb Hotel, St. Joseph, Mo., 2 weekly *sa*, direct.
Geppert Studios, Des Moines, Ia. (photo finishing), 26 *sp*, thru Lessing Adv. Co. Inc., Des Moines.
A. S. Boyle Co., Cincinnati (Samoline), 156 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KGO, San Francisco

Cycle Trades of America Inc., New York City (bicycles), weekly *ta*, direct.
McKesson & Robbins Inc., New York City (Pursang Copper & Iron Tonic), 12 weekly *ta*, thru N. W. Ayer & Son Inc., N. Y.
Reid, Murdoch & Co., San Francisco (Monarch food), 6 weekly *sa*, thru Roy Alden & Associates Inc., Los Angeles.
Packard Motor Car Co., Los Angeles, weekly *sp*, direct.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens, ink), 5 weekly *t*, thru Philip O. Palmer & Co. Inc., Chicago.
Thompkins & Eckhart, San Francisco (Malvitone beverage), weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Gas Appliance Society of California, San Francisco (gas ranges), 6 weekly *sa*, thru Jean Scott Frickelton Adv. Agency, San Francisco.

WOAI, San Antonio

Bethlehem Steel Co., Bethlehem, Pa. (steel fencing, etc.), 3 weekly *t*, direct.
Durkee Famous Foods Inc., Chicago (margarine), 5 weekly *sa*, thru C. Wendel Muench & Co., Chicago.
Bulova Watch Co., New York, 3 daily *sa*, thru Biow Co. Inc., N. Y.
Morton Salt Co., Chicago (smoked salt), 52 *sa*, thru Wade Adv. Co., Chicago.
Folger Coffee Co., Kansas City, 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Kellogg Co., Battle Creek (breakfast food), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Gebhart Chili Powder Co., San Antonio (canned food), 104 *sp*, thru Tracy-Locke-Dawson Inc., Dallas.

WPFB, Hattiesburg, Miss.

Watchtower Bible Society, Brooklyn (religious), 2 weekly *t*, direct.
Stanback Medicine Co., Salisbury, N. C. (proprietary), 18 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
A. Nash Co., Cincinnati (men's clothing), 60 *sa*, direct.

KDKA, Pittsburgh

Penna. Assn. for Moderation & Law Enforcement, Philadelphia, 10 *sp*, thru Walker & Downing, Pittsburgh.
Easy Washing Machine Corp., Syracuse, 39 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Union Savings Bank of Pittsburgh, Pittsburgh, 3 *sa*, thru Edward M. Power Co. Inc., Pittsburgh.
Victor Brewing Co., Jeannette, Pa., 455 *sa*, thru Fam Adv. Agency, Greensburg, Pa.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 156 *t*, thru Wade Adv. Agency, Chicago.
Hartz Mountain Products Inc., New York (bird seed), 26 *sp*, thru Ernest Davids Inc., N. Y.
Gardiner Mfg. Co., Buffalo (wall cleaner), 104 *sp*, thru Warman & Hall Inc., Buffalo.
Mantle Lamp Co. of America, Chicago (lamps), 78 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Procter & Gamble Co., Cincinnati (Drene shampoo), 52 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bernard Perfumers, St. Louis, Mo. (Love Charm), 10 *sp*, thru Hilmer V. Swenson Co., St. Louis.
Cycle Trades of America Inc., New York (bicycles), 7 *sa*, direct.
Morton Salt Co., Chicago, 56 *sa*, thru Wade Adv. Agency, Chicago.

WNAX, Yankton, S. D.

D & M Finance Co., Chicago, 13 *sa*, thru First United Broadcasters, Chicago.
American Cigar Co., New York (Roi-Tan cigars), 2 daily *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WPG, Atlantic City

General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WLW, Cincinnati

H. Fendrich Inc., Evansville, Ind. (La Fendrich cigars), 13 *sp*, thru Ruthrauff & Ryan Inc., Chicago.

WDRC, Hartford, Conn.

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 10 weekly *sa*, thru Joseph Katz Co., Baltimore.
Colt Shoe Co., Boston, 7 weekly *sa*, thru Broadcast Adv. Inc., Boston.
Corn Products Refining Co., New York (Dyno sugar), 3 weekly *sp*, thru E. W. Hellwig Inc., N. Y.
Johnson Educator Food Co., Cambridge, Mass. (Educator crackers), 6 daily *sa*, thru John W. Queen, Boston.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 3 weekly *t*, thru Benton & Bowles Inc., N. Y.
United Drug Co., Boston (Rexall), 5 daily *t*, thru Street & Finney Inc., N. Y.

WGY, Schenectady

Florida Citrus Commission, Tampa (fruit), 26 *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.
New York Diesel Institute, New York (instruction), 6 weekly *sa*, thru DeRouville Adv. Agency, Albany, N. Y.
Foster Bros. Mfg. Co., Utica, N. Y. (Ideal beds), 30 *sa*, thru James A. Greene & Co., Atlanta.

WJBO, Baton Rouge, La.

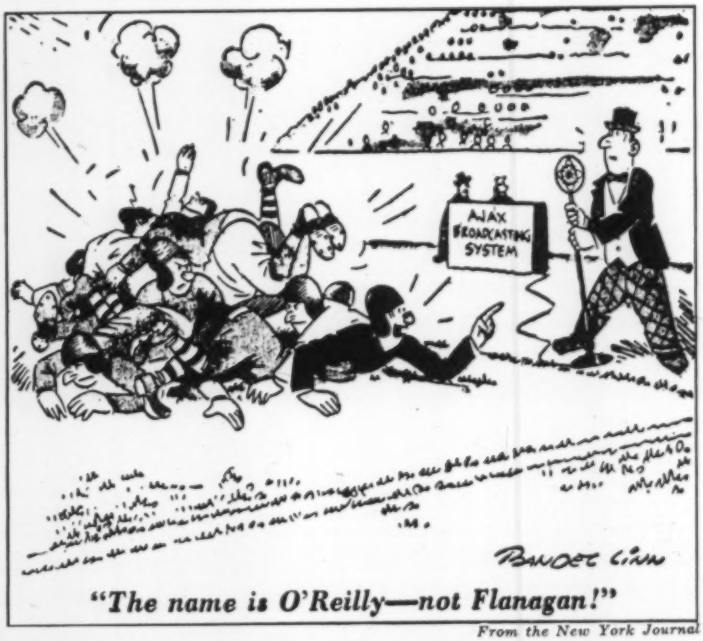
Stanback Medicine Co., Salisbury, N. C. (proprietary), 2 daily *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.
Roberts, Johnson & Rand Co., St. Louis (shoes), 3 daily *sa*, thru D'Arcy Adv. Co., St. Louis.

WOR, Newark

Julep Co., Chicago (Julep-Ade), 3 weekly *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Pure Oil Co., Chicago (Purol-Pep), 3 weekly *t*, thru Freitag Adg. Agency, Chicago.

WBBM, Chicago

Oelerich and Berry Co., Chicago (molasses), 3 weekly *sp*, direct.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 312 *sp*, thru Ruthrauff & Ryan Inc., N. Y.



"The name is O'Reilly—not Flanagan!"

From the New York Journal

WENR, Chicago

Procter & Gamble Co., Cincinnati (Ivory shaving cream), 13 *sa*, thru Blackman Adv. Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 52 *t*, thru John W. Queen, Boston.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 18 *sa*, thru Brooke, Smith & French Inc., N. Y.
Plymouth Motor Corp., Detroit (automobiles), 14 *ta*, thru J. Stirling Getchell Inc., Detroit.
Cadillac Motor Car Co., Detroit (automobiles), 26 *ta*, thru MacManus, John & Adams Inc., Detroit.
National Biscuit Co., Chicago (crackers), 363 *sa*, thru McCann-Erickson Inc., Chicago.
Cycle Trades of America Inc., New York (bicycles), 7 *sa*, direct.

WCAE, Pittsburgh

Texas Co., New York (Texaco), 18 *sa*, thru Hanff-Metzger Inc., N. Y.
Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), 105 *sa*, thru Hommann, Tarcher & Sheldon Inc., N. Y.
M. J. Breitenbach Co., New York (proprietary), 9 *sa*, thru Brooke, Smith & Trench Inc., N. Y.
Crew Levick Co., Philadelphia (Kool-motor oil, gas), 156 *sp*, thru Lord & Thomas, N. Y.
Numismatic Co., Fort Worth (old coins), *sp*, thru Guenther-Bradford & Co. Inc., Los Angeles.
Kroger Grocery & Baking Co., Cincinnati (retail chain), 56 *sp*, thru Ralph H. Jones Co., Cincinnati.
Capital City Products Co., Columbus (Dixie margarine), 52 *sa*, thru J. Horace Lytle Co., Columbus.

WGAR, Cleveland

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 2 daily *sa* for 52 weeks, thru Joseph Katz Co., Baltimore.
Grove Laboratories Inc., St. Louis (proprietary), 260 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
A. C. Gilbert Co., New Haven (Erector toys), 2 weekly *sa*, thru Charles W. Hoyt Co. Inc., N. Y.
Piso Co., Warren, Pa. (proprietary), 26 *sp*, thru Aitken-Kynett Co., Philadelphia.

WBT, Charlotte, N. C.

Brown Cigar Co. Inc., Quincy, Fla. (Brown's Dot cigars), 7 weekly *sa*, direct.
Victor Brewing Co., Jeannette, Pa. (Old Shay Ale), 3 weekly *sa*, thru Fam Adv. Agency, Greensburg, Pa.
Guenther Brewing Co., Baltimore, 10 *sa*, thru I. A. Goldman & Co., Baltimore.
Walker Remedy Co., Waterloo, Ia. (proprietary), 3 weekly *ta*, thru Weston-Barnett Inc., Waterloo, Ia.
Florida Citrus Commission, Tampa, Fla. (fruit), 3 weekly *t*, thru Ruthrauff & Ryan Inc., Lakeland.

WTMJ, Milwaukee

Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 6 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
John Lucas & Co. Inc., Philadelphia (paint), 6 weekly *sa*, thru McKee & Albright Inc., Philadelphia.
Reo Motor Car Co., Lansing, Mich., 6 weekly *sa*, thru Maxon Inc., Detroit.

WJJD, Chicago

Carlsbad Crystal Sales Co., New York (Carlsbad crystals), 6 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Westminster Brewing Co., Chicago (English Lad Ale), 3 weekly *sp*, direct.
Rudolph Wurlitzer Co., Chicago (musical instruments), 13 *sp*, direct.

KQW, San Jose, Cal.

Golden Grain Cereal Co., San Francisco (cereal & flour), 3 weekly *t*, direct.

KMA, Shenandoah, Ia.

Nutrena Feed Mills Inc., Kansas City (Nutrena feed), daily *sa*, daily *sp*, direct.
Bert Lyon & Co., Kansas City (fur buyer), 5 weekly *sp*, direct.
E. H. Wright Co. Ltd., Kansas City (Liquid Smoke), 2 daily *sa*, thru Barrons Adv. Co. Inc., Kansas City.
Sterling Casualty Insurance Co., Chicago, 2 daily *sa*, thru Radio Broadcasting Inc., Chicago.
American Maize Products Co., New York (Amaizo syrup), 2 daily *sa*, direct.

KGVO, Missoula, Mont.

Associated Oil Co., San Francisco (Flying A gasoline), 10 football games, thru Lord & Thomas, San Francisco.
Texas Co., San Francisco (Texaco), 6 weekly *sp*, thru Hanff-Metzger Inc., Los Angeles.
Montana Cereal Co., Billings, 2 weekly *sp*, direct.

WICC, Bridgeport, Conn.

Jeddo Highland Coal Co., Jeddo, Pa., 28 *sa*, thru Donald G. Frost Inc., Hazleton, Pa.
Johnson Educator Food Co., Cambridge, Mass. (crackers), 312 *sa*, thru John W. Queen, Boston.
B. C. Remedy Co., Durham, N. C. (proprietary), 364 *sa*, thru Harvey-Massengale Co., Durham, N. C.

WMT, Cedar Rapids, Ia.

Murphy Products Co., Burlington, Ia. (Vig-O-Ray poultry feed), 2 weekly *sp*, thru Wade Adv. Agency, Chicago.
Mid-Continent Petroleum Co., Tulsa, 6 weekly *t*, thru R. J. Potts & Co., Kansas City.
Willard Tablet Co., Chicago (proprietary), 3 weekly *t*, thru First United Broadcasters Inc., Chicago.

WNAC, Boston

Noxon Inc., New York (cleaner, wax), 3 daily *sa*, direct.
Timothy Smith Co., Kansas City (store), 3 weekly *sp*, thru Chambers & Wiswell Inc., Boston.
Lucky Tiger Remedy Co., Kansas City (Lucky Tiger), 6 weekly *sp*, thru Midland Adv., Kansas City.

KTSM, El Paso

Ex-Lax Mfg. Co., Brooklyn (proprietary), 5 weekly *t*, thru Joseph Katz Co., N. Y.
Zenith Radio Corp., Chicago, 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
C. S. O. Laboratories, San Antonio (germicide), 15 *sp*, thru Pitluk Adv. Co., San Antonio.

KMOX, St. Louis

Falstaff Brewing Corp., St. Louis (beer), 13 *sp*, thru Gardner Adv. Co., St. Louis.
Dorothy Perkins Co., St. Louis (cosmetics), 52 *sa*, thru Ridgway Co., St. Louis.

WOOD-WASH, Grand Rapids

Durkee Famous Foods Inc., Elmhurst, N. Y., 7 weekly *sa*, thru Federal Adv. Agency Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati, weekly *t*, thru Ralph H. Jones Co., Cincinnati.

KSFO, San Francisco

Arries Brokerage Co., Los Angeles (fish loaf), 2 weekly *t*, thru Charles H. Mayne Co., Los Angeles.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

NETWORK ACCOUNTS

New Business

FORD MOTOR Co., Dearborn, Mich. (Lincoln-Zephyr autos), on Dec. 1 starts *Jose Manzanares Orchestra* on 43 CBS stations, Sundays, 2:30-3 p. m., with repeat at 5:30. Agency: N. W. Ayer & Son Inc., N. Y.

D. A. SCHULTE Inc., New York (retail stores), on Dec. 3 starts *Rube Goldberg, Vera Van, Waldo Mayo Orchestra* on 16 CBS stations, Tues., Thurs., 7:15-7:30 p. m. Agency: Frank Presbrey Co., N. Y.

MURINE Co., Chicago (eye medicine), on Nov. 28 starts *Listen to This*, musical romance, on 4 MBS stations, Thursdays, 9:30-9:45 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

GENERAL BAKING Co., New York (Bond bread), on Dec. 2 starts *Adventures of Terry & Ted* on 10 CBS stations, Mon. thru Fri., 5-5:15 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

FELS & Co., Philadelphia (soap), on Nov. 18 started for 52 weeks *Hometown Sketches* on Western Network, Mondays through Thursdays, 4-4:15 p. m. Agency: Young & Rubicam Inc., N. Y.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on Nov. 18 started for 52 weeks *News Reports* on Western Network, Sun. thru Sat., 9-9:15 p. m. Agency: Walter Biddick Co., Los Angeles.

GEBHARDT CHILI POWDER Co., San Antonio, Tex. (chili), on Nov. 28 started for 13 weeks in *Woman's Magazine of the Air* on 8 NBC-KPO stations, Thursdays, 3:45-4 p. m. (PST). Agency: Tracy-Locke-Dawson Inc., Dallas.

PACKARD MOTOR Car Co., Los Angeles (automobiles), on Nov. 16 started for 13 weeks *Packard Fiesta* on 2 NBC-KPO stations, Saturdays, 9-9:30 p. m. (PST). Placed direct.

WFBL, Syracuse, N. Y.

C. F. Simonini's Sons Inc., Philadelphia (macaroni), weekly *sp*, thru Yesley Adv. Agency, Boston.
Bunte Bros., Chicago (candy), 100 *sa*, thru Fred A. Robbins Inc., Chicago.

KGGC, San Francisco

Gardner Nursery Co., Osage, Iowa (plants and bulbs), 6 weekly *t*, thru Northwest Radio Adv. Agency, Seattle, Wash.

KJBS, San Francisco

Golden Grain Cereal Co., San Francisco (cereal & waffle flour), 3 weekly, *t*, direct.

Sponsored Safety

ACCIDENTS are reported on a new program on WFBL, Syracuse, sponsored by the local Chevrolet dealer under a year's contract. Five-minute spots three times a week tie in with a "Drive Safely" campaign, with details of local accidents told without using the names involved. The new program is given by Bruff Olin, station's news editor, using for material the police records in the Accident Investigation Bureau. The cooperation of the Department of Public Safety, the Police Bureau and the Safety Division of the Chamber of Commerce are also enlisted.

Renewal Contracts

HAROLD F. RITCHIE & Co., New York (Eno salts), renews to Dec. 31, 1936, *Eno Crime Clues* on 25 NBC-WJZ stations, Tuesdays, 8-8:30 p. m., with repeat at 12:30 a. m. Agency: N. W. Ayer & Son Inc., N. Y.

MOHAWK CARPET MILLS Inc., Amsterdam, N. Y., on Dec. 9 renews *Five Star Jones* on 22 CBS stations, Mon. thru Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN RADIATOR Co., New York, on Dec. 15 renews *Fireside Recitals* on 18 NBC-WEAF stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

WHEATENA Corp., Rahway, N. J. (cereal), on Dec. 10 renews *Popeye the Sailor* on 26 NBC-WEAF stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: McKee & Albright Inc., Philadelphia.

GENERAL BAKING Co., New York (Bond Bread), on Jan. 5 renews *Frank Crumit, Julia Sanderson, Jack Shilkret Orchestra* on 29 CBS stations, Sundays, 5:30-6 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

Network Changes

LUDEN Inc. on Nov. 25 shifted program NBC-WEAF Sundays, 5:45-6 p. m., *to Richard Himber's Orchestra*.

PEPSODENT Co., Chicago, program featuring *Al Pearce and His Gang* transferred to NBC Chicago studios for thrice-weekly program.

A BROCHURE describing its news service for radio stations has been issued by International News Service. Profusely illustrated, it graphically tells the story of INS and radio, along with a series of letters from station managers.

WBNX
"A SMARTLY COORDINATED APPROACH TO ITS AUDIENCE..." SAYS VARIETY
MARKS THE SPOT
. . . and we couldn't have said it any better ourselves!
WBNX—New York *Write For Booklet "Market Coverage"*

WHK
Rated First
in Showmanship in Cleveland

Variety's Annual Community Showmanship Survey for 1935, Again Places WHK First in Radio Showmanship in Cleveland.

The advertising worth of any station lies in the number of its listeners. To get listeners a station must entertain them—consistently. This calls for a high degree of showmanship. So successful has WHK been in entertaining Cleveland listeners and so popular are WHK's own sustaining programs that WHK is now feeding eleven of its weekly sustaining programs (exclusive of dance bands) to the Columbia network. These programs are only a few of the WHK features which have helped cement its position as Cleveland's most listened-to station.

Cleveland's advertisers recognize this fact by spending more local advertising dollars on WHK than any other Cleveland station.

This leadership has been built on real showmanship plus such mechanical features as the use of the latest equipment, ample power and preferable wave length and dial position.

Wire or write for a list of popular, local programs of proved pulling power, available to the national advertiser.

WHK
CLEVELAND
Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter, General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLEININGER, Inc.
National Representatives

RESTATING AN OLD LAW— BACKWARDS!

The law of diminishing returns, stated backwards, becomes the law of *increasing* returns: The more closely you confine your advertising to the heart of your *real markets*, the more results you get per dollar spent .... WAVE covers *the Louisville trading area* at the minimum of cost. 420,000 of our 917,000 primary listeners live practically within sight of our tower. "Distance hounds" in Mexico and Canada may listen-in sometimes, but it's at their own expense! .... N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

Confusion Over ASCAP-Warner Split

(Continued from page 7)

they are privileged to perform.

It is seriously doubted, however, whether that will develop. More than likely it was thought, ASCAP at least would issue some sort of blanket extension, with a retroactive clause to bridge the emergency. Moreover, the possibility that broadcasters may be in the position of choosing between the two catalogs, and using only one, is seen.

In the public domain field, some consideration is being given to the contract proposition of Langlois & Wentworth, New York transcription producers, who claim to have recorded more than 30 hours of public domain music. Whether this music, however, is fully safeguarded against possible infringement, has not yet been ascertained and no recommendation has gone forth from the NAB to its member stations that they contract for it.

Transcontinental Mystery

VEILED IN SECRECY at the moment, but apparently timed for the Warner withdrawal from ASCAP, is Transcontinental Broadcasting Co., Inc., an enterprise which is offering to non-network independent stations a transcription service, with an agreement that the music used will be protected against infringement. The proposed contract, offered to a number of stations, states that the company would procure national advertising for the stations, paying them 50% of their card rates and absorbing all overhead and commissions.

Working on this project has been James Waddell, San Francisco attorney. He has tentatively retained former U. S. Senator C. C. Dill, now practicing in Washington, as counsel. The project has been unofficially linked with Warner Bros. as a means of promoting its motion pictures by so timing its featured musical compositions in its movies to coincide with release dates.

Mr. Starr denied any knowledge of the company over the telephone to BROADCASTING, and said he did not know Mr. Waddell. He likewise refuted a report that became current after the Warner withdrawal from ASCAP that its music houses had been combined with those of Twentieth Century, Fox, Metro-Goldwyn-Mayer, and other motion picture producers who are large scale music publishers, and that the new combine was behind the Transcontinental project as a means of breaking into radio on large scale. Such a combine, it was estimated, would represent control of perhaps 85% of popular music.

While it was impossible to confirm the reports concerning Transcontinental, there seemed to be one well-founded story that executives of Warner and perhaps other motion picture producers, rather than the publishers themselves, were back of the project at this time. The Warner board of strategy on music, it appears, is centered in Hollywood rather than in New York, and Mr. Starr at this time is apparently simply following orders. Mr. Waddell has been in Washington on the Transcontinental project since last August.

How the litigation affecting the composer members of ASCAP who publish through the Warner houses will be brought, is still in doubt. ASCAP's insistence that it will continue to represent the authors and composers in Warner unit despite the withdrawal of the publishing houses in one way is the key to this whole controversy. It is thought possible that the Songwriters Protective Association, of which Sigmund Romberg is president, will institute the suit, perhaps by deliberately performing a number over stations or networks written by an ASCAP author member and published by a Warner company.

The exact amount of music controlled by the Warner houses, which include the four major publishing firms and seven subsidiaries of smaller consequence, is in doubt. Heretofore the figure of 40% of the "popular music" performed over the air has been used. ASCAP now says it is something less than 25%, with the composer situation threatening to reduce it to a negligible amount.

The defection of the Warner houses seems to be a serious blow to the government suit against ASCAP, which is founded on the contention that ASCAP monopolizes the music field and that broadcasters cannot buy music in a competitive market. The suit is scheduled to resume on Jan. 6.

Irrespective of that, the whole music field is now thrown into turmoil, with the broadcasters the integral part of the fight because they contribute the principal revenue. It is not impossible that ASCAP may be forced into dissolution in the final analysis, according to competent observers.

Meanwhile, the ASCAP board is in constant meeting endeavoring to reclassify its apportionment of revenues by virtue of the Warner resignations. Whether it will make any new proposition to broadcasting stations of its own volition is seriously doubted.

Starr's First Statement

FOLLOWING the board meeting at which the resignation of the Warner houses was submitted, Mr. Starr issued the following statement:

Our resignation from the American Society of Composers, Authors and Publishers has been rendered necessary in our own interests and in those of the composers and all concerned in the music publishing enterprises with which we are connected.

The chief reason for our action is what we consider to have been the insufficient and inadequate royalties collected by the society from radio broadcasters. The society is simply an agency. The inadequate payment obtained by the society for the use of music on the air—and music is the life blood of radio and has mainly built up its uninterrupted and increasing prosperity—has strangled the legitimate possibilities of music publishing until drastic action is necessary if this business is to continue. This has injured the creative as well as the business end of these enterprises.

Therefore, we have decided that hereafter we shall conduct our relations with radio, so far as our music interests are concerned, independently and directly, in order to secure the fair returns to which we and our associates, including emphatically the authors and composers, are entitled.

A quick check-up indicates that approximately 40 per cent of all the music played on sponsored radio programs is published by our companies. We have reason to believe that the same proportion holds on the sustaining programs.

Our five-year contract with the society expires on December 31 of this year. Thereafter all our arrangements with radio stations and broadcasting chains will be made by us directly and on a fair and proper basis.

The seriousness of the situation which has compelled us to resign from the society may be judged by a comparison between the sales of popular songs only a few years ago and today. Formerly a hit song might

(Continued on page 54)

WSPD

THE KEY TO AMERICA'S IDEAL TEST MARKET

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.
WSPD is a basic Columbia outlet.
WSPD now operates on 2500 Watts day and 1000 Watts night.

Since the installation of our New 5 KW. High Fidelity Transmitter — WSPD covers this great market with a blanket signal comparable to a station with double the power.

We enjoy proving our statements and your inquiry will receive immediate attention.

Represented By:
John K. Kettlewell, 919 N. Michigan Ave., Chicago, Illinois
Joseph H. McGillvra, 485 Madison Avenue, New York, N. Y.

WSPD

Address: Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

BROADCASTING

combined with

Broadcast Advertising

LAST MINUTE CORRECTIONS

to data submitted for the

1936 YEAR BOOK

May Be Made Up To And Including

JANUARY 1, 1936

For the splendid responses to our questionnaires from

ADVERTISING AGENCIES
RADIO ADVERTISERS
PROGRAM PRODUCERS
BROADCASTING STATIONS
EQUIPMENT MANUFACTURERS
TRANSCRIPTION PRODUCERS
NATIONAL AND REGIONAL NETWORKS

. . . the editors of this important annual directory of the business of broadcasting are deeply grateful. To date practically 95% of the questionnaires are in hand, and most of the data is now in the hands of the printer. The 1936 Year Book Edition will embrace the most important features of the 1935 Year Book brought up-to-date — and in addition will carry new and necessary directories of permanent reference value throughout the year.

Radio's Only Annual Directory Will Be Sent Free to All Subscribers
To the Regular Semi-Monthly Issues of BROADCASTING.

PUBLICATION DATE
Early in 1936

ADVERTISING DEADLINE
December 15, 1935

THE ENCYCLOPEDIA OF BROADCASTING • THE YEAR-ROUND ADVERTISING OPPORTUNITY

A FAN DANCER

can get away with it... but you... well... you've simply gotta have

Balanced Coverage

•

IN CALIFORNIA you get exactly that from THE WESTERN NETWORK and

KSFO

SAN FRANCISCO-OAKLAND
560 KILOCYCLES
1,000 watts full time

The story of **balanced coverage** ...the story of KSFO...is the story of the great, new Western Network, KSFO and popular, powerful KNX, Hollywood. « But that's not the whole story. Get it...all of it.

National Representatives:
JOHN BLAIR & CO.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

AGENCIES AND REPRESENTATIVES

SIDNEY BURNETT and William Gluck have taken over Radio Features, in San Francisco, and moved from the Anglo Bank Building to 544 Market street, that city. They are specializing in radio production.

ROBERT J. COLWELL, chief continuity writer of J. Walter Thompson Co., has been transferred to Hollywood until Dec. 15 in line with the agency's policy of shifting production and continuity personnel periodically.

HART T. MITCHELL, formerly vice president of Frederick & Mitchell Inc., Chicago, has been named a vice president of J. Stirling Getchell Inc., in charge of the Detroit office. He has been connected with automobile advertising for 15 years and will continue to handle the DeSoto and Plymouth accounts.

G. ROBERT STEWART, formerly contact man with Carroll-Dean-Murphey Inc., has joined Morenus Adv. Agency, Chicago, in a similar capacity. The agency also announces a rebuilt and enlarged audition studio and the addition of several new offices to accomodate the growing personnel.

THE GREENLEAF Co., Boston advertising and merchandising counsellors, opened new offices at 20 Newbury Street, top floor, on Nov. 25. The executive personnel of The Greenleaf Co. includes A. E. Greenleaf, president; Charles A. Holcomb, vice president and director of service and Radio; George R. Dunham, treasurer; David S. Garland, Jr., production manager and art director.

WCAO, Baltimore, has named Jackson & Moore, Chicago, as exclusive sales representatives.

Duck or Bull?

BILL CARTWRIGHT, member of the Chicago staff of William G. Rambeau, radio station representative, is now in Frank Buck's class. Bill, the story goes, was out duck hunting a couple of weeks ago and was having very little luck. All day his party had lain in their boat watching the ducks go by overhead but without having anything come near enough for them to shoot at. Finally they decided to call it a day and had just turned the boat around when something flew up out of the weeds and straight for Bill, who threw up his hands to avoid being hit and to his great surprise found himself holding a nice, fat duck. Despite its struggles and his astonishment, Bill managed to hang on and arrived home with his prize still squawking loudly, the only bag of the day.

DAVID ELMAN, formerly director of radio for Marschalk & Pratt Inc., New York, has joined Brooke, Smith & French Inc., New York, as director of radio.

FRED H. FIDLER, Shell Oil Co. account executive for the J. Walter Thompson Co., San Francisco, has returned to his desk after a business trip to New York and St. Louis. He was East approximately three weeks.

WILLIAM JONES, of the Wade Adv. Agency, Chicago, who has charge of production of the Alka-Seltzer broadcasts, is seriously ill with double pneumonia.

ROS METZGER, of the radio department of Ruthrauff & Ryan Inc., Chicago, has written a new song *Rhythm Step*, which was recently introduced by Al Roth's orchestra from KMOX, St. Louis, on a CBS broadcast. He at one time was pianist and arranger for Paul Whiteman.

DALE W. ROE has been named to the sales staff at the San Francisco office of Walter Biddick Co., station representatives.

RONALD DAWSON, for several years with WJSV, WOL and WRC, Washington, has been named production and continuity chief of Kal Advertising, Washington. He will work with David Stein, newly appointed radio head.

FURGASON & ASTON Inc., Chicago representatives, have moved to 221 N. LaSalle St., having taken larger quarters to accommodate a larger staff. Offices are also maintained in Detroit and a third office is planned in New York after the first of the year.

JOHN BLAIR & Co., has moved its San Francisco offices from 485 California St., to the Russ Bldg., that city. Lionel K. Bridge has been added to the staff as account executive, assisting Lindsey Spight, manager.

WILLIAM J. LARKIN, formerly with the radio department of Stromberg-Carlson Tel. Mfg. Co., San Francisco, has joined the Ernest R. Ham Adv. Agency, that city, as radio account executive.

EDGAR WAITE, formerly publicity director of Benton & Bowles Inc., New York, and recently serving Best Foods Inc. account, has resigned to join Lord & Thomas on the West Coast where he will handle legislative publicity, operating from both the Los Angeles and San Francisco offices.

HIXSON-O'DONNELL Inc., has closed its San Francisco branch office and is now centering all advertising activity from Los Angeles. Robert James, former San Francisco manager, has gone over to Charles R. Stuart Inc., that city, and is handling radio along with other accounts.

COURTLAND D. FERGUSON Inc., Washington agency, has opened a Baltimore branch at 714 Lexington Bldg.

HOWARD N. SMITH, for the last seven years with Rogers & Smith, Adv., Chicago, has joined Carpenter-Rogers Co., Dallas, as account executive.

CRAMER-KRASSELT Co., Milwaukee, has opened a branch office in Penobscot Bldg., Detroit, with Norwood D. Craighead as manager.

MONROE F. DREHER Inc., Newark agency, has opened a branch for contact purposes at 30 Rockefeller Plaza, New York.

STONE - STEVENS - HOWCOTT-HALSEY Inc., New Orleans, has been formed from the former Stone, Stevens & Lill agency, with no change in accounts.

LEON A. FRIEDMAN, formerly of Cramer-Tobias Co. Inc., New York, has been named radio director of Sterling Adv. Agency, New York.

GEORGE ROESLER, Chicago radio station representative, has opened a Detroit office in the General Motors Bldg. Earl Maxwell, who was formerly with John Blair in Detroit and New York, has been appointed Detroit manager of the Roesler organization.

GEORGE ROESLER, Chicago, has been appointed representative for KJBS, San Francisco, and KQW, San Jose, Cal., George Brunton, operator of the two stations and their hookup known as the Northern California Broadcasting System, announced Nov. 20 following his return from the East.

I. T. PORTER, sales manager of Associated Broadcast Adv. Co., exclusive time sales office of WFAS, New York, has moved to larger offices 124 W. 72d St.

Penn Tobacco News

PENN TOBACCO Co., Wilkes-Barre, Pa., has just signed Pat Flannagan, Chicago sports announcer now broadcasting football gossip for Penn three evenings a week over WBBM, to do a quarter-hour news summary each weekday evening during 1936 over the same station for Kentucky Winners cigarettes. Agency: Ruthrauff & Ryan Inc., New York.

Folger on Discs

J. A. FOLGER & Co., San Francisco (coffee), on Dec. 2 starts *Judy and Jane*, 15-minute dramatic script act which has been on the networks for two years, on 10 stations — WFAA, WOAI, WDAF, WHO, WKY, KVOO, WOW, KFH, KSTP, WEBC. Blackett-Sample-Hummert Inc., Chicago, places the account.

NBC on Nov. 29 began broadcasting of results of the *Literary Digest* straw vote on the New Deal, using the WEAF network, Thursdays, 6:35-6:45 p. m., on a sustaining basis. John B. Kennedy is commentator. In previous polls the *Digest* has sponsored daily programs to announce results.

With Western Electric's new

NON-DIRECTIONAL MIKE

From every direction, this new Dynamic mike picks up sound equally well! Developed by Bell Telephone Laboratories . . . priced so all can afford it. Order yours today from Graybar Electric.

$70 (Including cord and jack)

ACTUAL SIZE

Western Electric
BROADCASTING EQUIPMENT

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

RADIO ADVERTISERS

LYON VAN & STORAGE Co., Los Angeles, has renewed its thrice-weekly transcription series for another year on KHJ, KFRC, KMJ, KGB, KDB. Discs are produced at Radio Recorders Inc., Hollywood. Charles H. Mayne Co., Los Angeles, has the account. The same series, titled *Moving Stories of Life*, has been sold to Lightning Delivery Co., Phoenix, Ariz., for KGAR, and International Warehouse Co., El Paso, for KTSM.

EDGAR G. HERRMANN, formerly of Federal Adv. Agency, New York, Lord & Thomas and RCA Victor, has been named advertising manager of Zenith Radio Corp., Chicago. He succeeds Parker H. Ericksen, who has been named sales promotion manager.

SUSSMAN, WORMSER & Co., San Francisco (S & W food) has placed its advertising account with Botsford, Constantine & Gardner Inc., San Francisco, and is planning a 1936 campaign for leaders in its food line.

TOM & JERRY Inc., Cleveland (beverage ingredients) has named Alfred Rooney Co., Cleveland, as its agency, and is using radio.

KITCHEN ART FOODS Inc., Chicago (dessert) has placed its advertising with Earle Ludgin Inc., Chicago.

MUESSEL BREWING Co., South Bend, Ind. (9 Star, Silver Edge beer) has placed its account with MacDonald-Cook Co., South Bend.

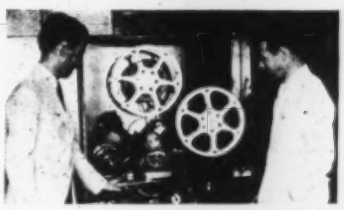
GERBER PRODUCTS Co., Fremont, Mich. (strained vegetables) has transferred its advertising to Federal Adv. Agency, New York.

LUCKY TIGER MFG. Co., Kansas City (cosmetics) has named Allen C. Smith Adv. Co., Kansas City, to service its account.

SIEGFRIED-LOWENTHAL Co., Cleveland, is sponsoring *Club Hunting Valley* on WGAR, that city, with continuities being checked by the Ohio State Liquor Control Board.

JOSEPH BURNETT Co., Boston (extracts, desserts) makes up lists in December, including radio. Agency: Batten, Barton, Durstine & Osborn Inc., Boston.

JULIUS GROSSMAN SHOES Corp., New York (Pedemode shoes) has named Sterling Adv. Agency, New York, to direct its advertising.



FILM IN HAWAII—KGMB, Honolulu, has installed the first radio film equipment from the plant of Freeman Lang, Hollywood. Here are Gene Goldrup, engineer (left) and Webley Edwards, manager of KGMB, inspecting the new equipment.

FELS & Co., Philadelphia (Fels Naptha soap), makes up lists in December, including extensive radio advertising. Young & Rubicam Inc., New York, is the agency.

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Toridheet burners, air conditioning), using radio, makes up lists in December. Foster & Davies Inc., Cleveland, is the agency.

DEAN MILK Co., Chicago (Vitamin D milk) has placed its account with Mitchell-Faust Adv. Co., Chicago.

INTERSTATE NURSERIES, Hamburg, Ia., has named Cole's Inc., Des Moines, to service its account.

PIONEER CANNERIES, Seattle (pioneer clams), is advertising through Beaumont & Hohman Inc., Seattle.

PACIFIC AMERICAN CANNERIES, Los Angeles (Shore Dinner fish loaf), is sponsoring the *Fletcher Wiley* dietetic programs five afternoons a week on KNX, Hollywood. Charles H. Mayne Co., Los Angeles, is the agency.

O'CEDAR Corp., Chicago (polish, mops) has placed its advertising with John H. Dunham Co., Chicago.

Sarnoff on Television

(*Continued from page 13*)

swered Mr. Sarnoff. "Television will in many respects revolutionize broadcasting. Television artists, for instance, will be both fewer and harder to find than at present, because, especially where women are concerned, in addition to their musical or dramatic ability they must be good-looking. Even politicians when they address their radio audiences will have to change their style. Their oratorical frenzies must be real, not merely vocal, and no microphone can be in sight because if a candidate wants to get his appeal across to a voter who is sitting in his own home he must make it appear to that man that he is talking to him personally.

Listeners' Habits

"BUT it is in the dramatic programs, though, that the biggest change will come. Actors will really have to act, and, as no scripts can be read, they will, of course, have to be letter-perfect in their parts before they go on the air. Furthermore, many tricks of broadcasting which are today acceptable will have to be discarded. For example, if a couple of 'eskimos' are to appear they cannot come before a television transmitter in their shirt sleeves and with an electric fan blast blowing across them to stimulate an Arctic hurricane. Or if a door is to be knocked down, smashing an empty strawberry box to produce the noise effect will not satisfy a television audience. You can see how that is. It goes clear down the line and therefore television can be eventually relied upon to work a vast improvement in all phases of broadcasting."

Then, in replying to the second part of my question, Mr. Sarnoff concluded with this:

"You want to know how television will be received by the public. Frankly, I can't tell you. Television reception is not, cannot be, like sound reception. Today radio is used as a background for other entertainment, or by the housewife who turns the button and listens to the music while she goes on with her work. Television can never be like that, because not only will it require close attention on the part of the onlooker, but also it will be necessary for the room to be somewhat darkened. Naturally these things will require a considerable change in the habits of listeners who, instead of roaming around as they now do while enjoying a program, will have to sit tight and pay close attention to whatever is being thrown on their screen. But will they want to do this? As I have just said, I don't know, although it does occur to me that most of us are too restless for our own good and that probably it would be beneficial to us if we had something in our homes that would cause us to sit quietly in our chairs for an hour or two a day."

Stop Kicking

HIGH COSTS AROUND!

40% LESS for the FINEST RECORDINGS

Naturally you don't balk at high costs in themselves—if you get the results. But when the best is to be had without the usual price premium—then it's time to investigate.

Ask any radio station about our regular 16" fifteen minute recording.

Also we offer you the only recordings that give you a *full fifteen* minute program on one side of a 12" record, and the only recordings that can give you a full *uninterrupted* 30 minute program on each side of a 16" record.

Plus the finest reproduction quality, that any good program deserves. Finally—40% less costs. And—incidentally—lower mailing, packing and storage costs.

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INCREASED COVERAGE IN

Albany

Troy

Schenectady

NO INCREASE IN RATES

ASCAP-Warner Split

(*Continued from page 50*)

easily sell one or two million copies; as things are now, a sale of 300,000 copies is extraordinary, and even in such a case it is problematic whether a loss will be sustained. Radio has simply killed off the sale of sheet music, phonograph records and piano rolls, on which music publishing depends for its existence. While radio has disastrously affected the music publishing business it has not made any satisfactory or adequate recompense by way of royalty payments for the use of music on the air and this is because of the insufficient payments which radio companies make to the society—arrangements which we have been unable to control or modify.

We shall therefore make our own arrangements and the royalties derived therefrom will come to the writers and publishers responsible for our music used on the air, and will not be divided as is done by the society at present.

As an agency, we consider that the American Society of Composers, Authors and Publishers has failed our companies by its failure to obtain adequate returns for the use of our music so as to enable our music publishing companies to remain in business.

Mills' Rebuttal

LATE the same evening, Mr. Mills, in behalf of ASCAP made public this statement in rebuttal:

Composers and authors generally are greatly disturbed at this action of Warner Brothers, which they contend has placed in hazard their royalties received from performing rights through the society and upon which, in these times, their very livelihood depends.

At a late hour this evening such composers and authors as could be reached indignantly denied the right of Warner Brothers to place them in financial jeopardy through their withdrawal from the society and making separate attempts to license the performance of their works by radio at substantially increased rates.

These composers point out that when in years past they placed their works with the individual firms subsequently purchased as a group by the Warner Brothers they had no reason to believe that these firms which were charter members of A. S. C. A. P. would ever withdraw.

They contend, also, that Warner Brothers have not consulted their interests, but have acted solely and selfishly in the interests of themselves, as motion picture producers primarily, who purchased music publishing businesses as adjuncts to their sound film business, and who are now speculating, not only with their own interest, but those of the composers and authors, who are helpless at the moment to protect themselves against this speculation, as to the wisdom of which they have had no voice.

A great many of the more important composers continuing as members of A. S. C. A. P. have always reserved their rights. These include Jerome Kern, Irving Berlin, Sigmund Romberg, Victor Herbert and others. The rights in their works remain vested in A. S. C. A. P., as well as the rights to the music in many stage productions.

Their resignation is based upon the belief that acting independently they can collect much larger royalties for the use of their catalogues than has been represented by their share of the royalties collected by the society. This share last year represented about $340,000 for all their firms.

Thus far the so-called Warner firms are the only ones to indicate any intention of withdrawing from the society, and the composers and authors have all renewed their current membership agreements for an additional five years commencing Jan. 1, 1936.

Acrimonious Replies

TO MR. MILLS' statement Warner Bros. took occasion the following day to issue a reply setting forth further reasons for breaking away from ASCAP, which in turn led Mills to make another reply after Gene Buck, president of ASCAP, declined to comment on the Warner statement as being "too undignified". The second Warner statement took exception to Mr. Mills' assertion that the resignations were due to selfish reasons. The statement, in part:

Such an accusation demands a reply. The self-preservation of our companies has dictated their withdrawal from the society, which has utterly failed to obtain adequate payments for the use of music by radio. The society at present is being run by a well-entrenched clique of executive officers who sign contracts and perform other important acts on their own authority, the board of directors in many cases having no opportunity to revise transactions until the society has been committed to them.

As things stand today, the society has disposed of its rights to radio for the next five years on a basis which would render it impossible to keep our music-publishing companies alive if they retained their memberships.

These executive officers have very little at stake financially in comparison with the publishing firms that are threatened with extinction, although it must be said that the salaries paid the society's executives are certainly not small, Mr. Mills, the general manager, receiving about $50,000 a year for his services, and Mr. Buck, the president, about $35,000.

It is claimed that the Society is the protector of the author and composer, although the author and composer have suffered with the publishers from the disastrous effect of radio upon the sale of sheet music, phonograph records and piano rolls. Furthermore, the distribution to authors and composers of the various funds collected by the Society is conducted in an illogical manner based mainly upon favoritism and politics.

The Society is on the defensive in so many law suits throughout the United States, that the sense of security into which many of its members have been lulled has a very precarious foundation. With the Federal Government attacking it as a monopoly, its contracts with motion picture exhibitors and theatre chains being repudiated in various States on grounds of invalidity and illegality, heavy taxes being levied upon it in numerous jurisdictions, and a Federal income tax case involving over a million dollars hanging over its head, its future is problematical. In the State of Washington a receiver has been appointed for the Society's business in that State. The interests of the art and industry of music in this country are too important to be inextricably bound up with an agency whose management has not been of a quality to warrant bright hopes for a successful issue of its difficulties.

The Society has not kept pace with the new uses of music, radio being the most glaring instance. Twenty years ago, when the Society was formed, radio was unknown. The astounding progress of broadcasting presented a problem to the Society which it has utterly failed to solve in the fair and reasonable interests of the creators and publishers of music.

While it is true that most authors and composers have signed the Society's contract, they have done so without being given the benefit of an alternative or (in most cases) of a knowledge of the complete workings of the Society and the difficulties at present confronting it. One result of our resignation will be the opportunities opened for new writing talent, which has hirtherto found it extremely difficult to obtain membership in the Society. The field will be open for unestablished authors and composers of real ability.

The arrangements made by the Society have unduly favored the big radio chains over the independent stations.

Mills Replies Again

MR. MILLS answered:

Warner Brothers Pictures are attempting to justify an act for which, heretofore, publicly and privately, their single excuse has been that they must have more money.

They say that they have invested $10,000,000 of their stockholders money in music publishing companies and that the only way that investment could be justified was for them to find some manner in which to produce substantially greater returns than they have heretofore received from the agency of the American Society of Composers, Authors and Publishers.

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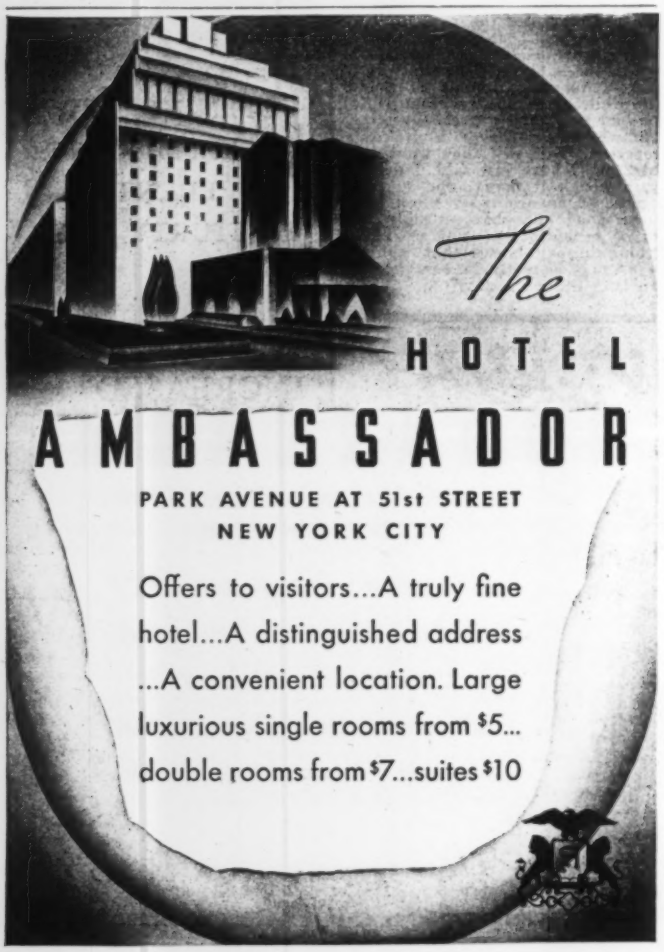
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PROGRAM NOTES

THE *International Kitchen*, conducted daily from 10:30 to 11 a. m., over KLX, Oakland, celebrated its third anniversary recently with an informal party held in the studios during the broadcast. With Gladys Cronkhite, director, as hostess, a huge birthday cake was cut at conclusion of the program, which is sponsored by various national and local food accounts and firms manufacturing cooking equipment. Featuring recipes taken from the culinary arts of all nations, the program is heard over KLX five days a week. It holds the unbroken record of being on the air every week day for three years. Preston Allen, KLX manager, and other station executives participated in the celebration.

KFRO, Longview, Texas, has started a daily morning program *Know Texas*, pointing out historical and geographical items. The program was started in conjunction with the Texas Centennial and is to run for the balance of 1935 and all of 1936.

FORSAKING the amateur hour idea, Herbert's, New York diamond merchant, after 14 months sponsorship, on Nov. 24 terminated the *Herbert's Amateur Hour* on WMCA, New York, said to be the first sponsored amateur hour in the metropolitan area. The sponsor has been on the air for 10 years with various shows, and on Dec. 1 starts Alfred Wohl and His Golden Strings Orchestra.

JOE ALLABOUGH, program director of WJJD, Chicago, has inaugurated a service for listeners who may be sending Christmas gifts to foreign lands by telling them a week in advance the last dates on which packages may be mailed for delivery before Christmas.

THE *Sidewalk News Exchange* program on WFBL, Syracuse, developed by Bruff Olin, has been sold to the Benzoil Co. for weekly broadcast for 26 weeks. The programs are staged at Loews Theatre and Olin discusses most important news items of the week with passers-by. By distributing sheets containing question and subtopics of question, Olin has found that broadcasts are more interesting and answers more intelligently. Five gallons of Benzoil gas are given each person interviewed.

WIRE, Indianapolis, has shifted *Uncle Hiram's Hayloft Dance* to an auditorium seating 1,500 to accommodate the demand for tickets. Vonnegut Hardware Stores, distributing Aladdin Mantle Lamps, sponsor the show and distribute tickets free. The show starts a half-hour before broadcasting time.

NATIONAL BANK of Tulsa on Nov. 19 started a series of programs on KTUL using a chorus of 63 male voices, supplemented by a weekly half-hour program with a two-piano team. The sponsor has options for 13- and 26-week renewals.

WISN, Milwaukee, brought the Marquette-Temple football game Nov. 14 from Philadelphia, the sponsor signing a contract just a day-and-a-half before the game. Allen Scott, of WCAU, Philadelphia, and Howdy Peck, of WISN, handled the broadcast.

"SONS of the Pioneers" quartet doing transcriptions for Standard Radio Inc., Hollywood, won all honors in a Hill-Billy Contest held in the Olympic Auditorium in Hollywood, Nov. 9. Hugh Farr, a member of the *Pioneers*, won the $150 purse as the best fiddler, and Len Slye won the prize for the best yodler.

WBNX, New York, presents its news in dramatized form under the title *Danny & August*, a policeman and delicatessen owner who pause in their work to read the headlines.

KOIL, Omaha, is offering its listeners both straight news of the day's happenings and sports news on the daily resume program sponsored each week-day evening on the American Tobacco program. From the Omaha studios part of the day's news resume is presented. The program is shifted to the Lincoln studios where Harry Johnson, well-known sports commentator, gives the day's sports news. The program then returns to the Omaha studios for the remainder of the news and the commercial announcements.

WOC, Davenport, Ia., covered the dedication of the new $1,500,000 bridge at Bettendorf, Ia., with three announcers, several microphones and a crew of operators on hand. The click of the scissors that cut the ribbon that opened the bridge to traffic was caught by the microphone.

A THANKSGIVING Day service originating at KFUO, Concordia Seminary, St. Louis, from which the *Lutheran Hour* is broadcast each Sunday, was carried on a special MBS network of five stations Nov. 28 by the Lutheran Laymen's League. The stations were WLW, WGN, WCAE, CKLW, WINS. Kelly-Stuhlman Adv. Co., St. Louis, is the agency.

MARION BRAGG is again doing his *Words and Melody* program over WMAZ, Macon, Ga., being scheduled daily at noon under sponsorship of a Macon furniture dealer. Poems sent in by listeners are read to an organ background.

A NEW series of concerts by the U. S. Navy Symphony Orchestra was started Nov. 27 on an NBC-WJZ network, Wednesdays, 4:30-5 p. m. The orchestra has been augmented to 95 pieces. Composers will be invited to conduct their own works.

EDUCATIONAL programs are being featured by KOMO-KJR, Seattle, with the University of Washington, King County Medical Society, Seattle Council of Parent-Teacher Association, Washington State Department of Health and Seattle Public Schools.

A NEW series has been started on WKRC, Cincinnati, by the Federation of Churches of Cincinnati and vicinity. The thrice weekly programs, using the 8:30 period, are interdenominational in nature.

Their First Miss

AMOS 'N' ANDY, daddy of all of the radio dialogue shows, saw their eight-year consecutive performance record smashed to smithereens Nov. 22 when they missed a show. They spent that day at a hunting club near Hagerstown, Md., and were to have gone on from WRC, Washington, for their regular 7 o'clock stint, but they missed connections. Bill Hay, the third man in the act, plugged in the 15-minute period from Chicago by presenting to the audience biographical and background data about the two comedians. The pair managed to get back to the studios in time for the 11 p. m. "repeat" show for Western stations. They caught a plane the following morning for home-town Chicago.

Reallocation Discussed By Clear Channel Group

MEMBERS of the "clear channel group" of stations, who favor retention of clear channels to provide service to rural and remote listeners, met in Chicago Nov. 22 for a general discussion of FCC plans for realignment of facilities. They voiced support of a plan whereby power on a specified number of clear channels would be placed at a *minimum* of 50,000 watts, but with power allowable to 500,000 watts.

The score of broadcasters heard comments on the present situation from J. C. McNary, technical advisor to the group; Philip G. Loucks and Louis G. Caldwell, legal advisors. In attendance were Ed Craig and Harry Stone, WSM, Nashville; Carl Havelin, KFI, Los Angeles; Lewis Allen Weis, WJR, Detroit; Lambdin Kay, WSB, Atlanta. Lee Coulson, WHAS, Louisville; Joseph A. Chambers, WLW, Cincinnati; Carl Meyers, WGN, Chicago; Joseph O. Maland, and Paul Loyet, WHO, Des Moines; Glenn Snyder, WLS, Chicago; William Fay, WHAM, Rochester; Martin A. Campbell, WFAA, Dallas, and Hugh A. L. Halff, WOAI, San Antonio.

RIT PRODUCTS Co., Chicago (Koolox brushless shaving cream), has launched a contest to aid its search for a new name for its *Grand Stand Thrills* program Monday evenings on MBS. The program started as a dramatization of sporting events but now includes general news stories. Prizes total more than $1,000.

SHOWMANSHIP

!

". . . WHIO is giving off sparks which indicate that the anvil is being walloped. Dayton should be more highly regarded as a radio market hereafter . . ." So says VARIETY in its Showmanship Survey, which rates WHIO first in Dayton.

39 S. LUDLOW · DAYTON, O.

Place YOUR Program In This ALL-STAR Array of Feature Programs . . .

Jack Benny
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Walter Winchell
Ben Bernie
Ripley
Ozzie Nelson
Walter Damrosch
Lowell Thomas
Lone Ranger
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Today's Children

Continuing WXYZ SUCCESSFUL MERCHANDISING SERVICE
This service has proven of invaluable aid to manufacturers seeking sales outlets and distributors in the great rich Michigan Market

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RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

and Equally as Portable

THE **PRESTO**

INSTANT RECORDER

As compact as the watch in your pocket is the precision-built PRESTO INSTANT RECORDER. And as accurately engineered to the fraction of an inch, for utility and strength. Broadcast stations have called the Instant Recorder a "scientific scoop"—specifying it as part of their high fidelity equipment. Discard old fashioned recording methods — get PRESTO!

The Recorder comes complete in two handsome cases. It can be carried with ease by one man. The portability and flexibility of this unit make it possible for it to fill countless jobs around the studio and transcription laboratory, that ordinarily would require expensive installations.

RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM

Another noteworthy Presto achievement:

THE GREEN SEAL DISC!

NOW —received with general acclaim by the field. Heavy chemically coated disc on an aluminum base—the GREEN SEAL DISC is the result of years of continuous research and development.

The characteristics of these discs are such that many broadcasting stations are using them for transcription purposes.

EVERYTHING FOR RECORDING—FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Write for latest calalog on disc and reproducer.

PRESTO

RECORDING CORPORATION

139 West 19th Street, New York, N. Y.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemented to the lists carried in previous issues of BROADCASTING:

Atlantic Refining Co., Philadelphia (gasoline & oil)
Cadillac Motor Car Co., Detroit.
CSO Laboratories, San Antonio, Tex. (drugs)
Drug Trade Products, Chicago
Fox Head Waukesha Corp., Milwaukee (beer)
Grove Laboratories Inc., St. Louis (nose drops & Bromo Quinine)
Mattia Locatelli, New York (Bel Paese cheese)
Omega Chemical Co., Brooklyn, N. Y. (Omega oil)
Premier-Pabst Sales Corp., Chicago (beer)
E. R. Parker Dental System, Boston (dentists)
Sears, Roebuck & Co., Chicago (merchandise)
Stott Briquet Co., St. Paul (fuel briquets)
Triplex Shoe Co., Boston

STANDARD RADIO Inc., Hollywood transcription firm, announces the following additional stations have subscribed to Standard Program Library: WOL, Washington; KIUP, Durango, Col.; KGCX, Wolf Point, Mont.; WHDH, Boston; WHBB, Selma, Ala.; WREU, Griffin, Ga.; CHWC, Saskatchewan. Current Standard series in particular demand are the first and second groups of *Sons of the Pioneers* and *Once Upon a Time*, child programs for toy departments.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting 13 more quarter-hour episodes of *Night Editor*, newspaper stories, which Cardinet Candy Co., Oakland, Cal., sponsors on the NBC-KPO network with live talent. They are being placed on various stations throughout the country by Tomaschke-Elliott Inc., Oakland. The transcription concern has cut 24 one-minute announcements for the California Fertilizer Works, Oakland, which are also being placed through Tomaschke-Elliott Inc. A new 26 episode, quarter hour Texas ranger serial, *In Rim Rock*, written by Sam Moore, is being recorded by Titan. Thirteen 15-minute episodes of *Tropic Terrors*, dramatic serial, has been sold by Titan to 2GB, Sydney, Australia.

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, is recording a 15-minute, 156-episode mystery drama, *Black Magic*, written by James De Ball, former continuity writer of KYA, that city. A series of 52 quarter-hour dramatic skits, each complete in itself, titled *Slices of Life*, and written by Mason Moltzner, is also being cut by MacGregor & Sollie Inc. The transcription concern has just recorded a series of 13 quarter-hour educational talks on oil for the Associated Oil Co. of California, in San Francisco. They will be used for sales promotional work.

NATIONAL RADIO ADV. AGENCY, Hollywood transcription producer, has appointed Bert Green, formerly with Conquest Alliance Co., as Midwest sales representative with quarters at 70 Sheridan Road, Chicago, and A. V. Freeman, 3505 Carlisle Ave., Latonia, Ky., for all the Southern states. On Dec. 1 the studios will start to record the second 100 of its *Belle and Martha* 5-minute disc series.

A NEW juvenile transcription series for 1936 will be ready in December according to C. C. Pyle, president of Radio Transcription of America, Los Angeles. Field managers of the firm are touring their territory, J. M. Hayes, eastern manager, having completed a New England tour with plans to finish in New York. James Carpenter covering the Central and Southern regions. Duke Ainslee, Western representative, has gone to the Texas region. Frank Zambrino, former Chicago manager, is to arrive in New York Dec. 1 for auditions of Transco programs and to open an Eastern branch.

FREEMAN LANG Studios, Hollywood transcription firm, is producing four series of 64 five-minute discs *Freeman Lang Radioettes* in drama form for sponsorship by laundries, bakeries, loan companies and insurance firms.

BILL LAWRENCE, of Newkirk-Lawrence agency, Hollywood, is casting and directing *Gong Murder Mysteries* and *Spotlight on Sports* at the transcription studios of R. U. McIntosh & Associates, Los Angeles.

CONQUEST ALLIANCE Co., New York, is distributing transcriptions for Olesen Sound Studios, Hollywood, in New York, Pennsylvania, Ohio and Indiana.

•• *Exclusive* ••

JOHN BLAIR & CO.

Station Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Children's Program Chief

PAUL WING, "The Story Man", has been named NBC director of children's programs in a reorganization of its children's branch of the program department. Wing has produced a large number of programs for agencies, including the *Post Toasties Man*, *Magical Buoy to Where in the World* and *Magical Typewriter*. For the last 18 weeks he has been NBC production director, handling such programs as *Town Hall Tonight*, *Dot & Will* and *The O'Neills*. Wing was graduated from University of Wisconsin in 1908; reported for the *Chicago Tribune*; wrote Sunday features; free lanced; turned out juvenile fiction, and in 1929 began to produce children's programs for agencies. He is married and has three children, who are growing too old to serve any longer as "laboratories" for his program ideas.

Kasper-Gordon Appoints

THREE appointments to its new business department were announced Nov. 27 by Kasper-Gordon Studios, Boston program producers. They are Elbert A. Duncan, formerly president of Nelson, Duncan & Harlow, advertising agency, who is said to have promoted the first Yankee Network program; J. Phillip Dykes, formerly with Hanff-Metzger and Frank Presbrey agencies, who in 1934 conducted Maine's famous Potato Week, and Godfrey Wetterlow, active in radio advertising for many years who will handle part of the company's production.

KOIL Sold to Lessees

PURCHASE of the remaining interests of the Mona Motor Oil Co. in KOIL, Council Bluffs - Omaha, was reported to the FCC last month by Central States Broadcasting Co., of Lincoln, Neb., which also operates KFAB and KFOR, Lincoln. John M. Henry has been designated manager of the stations by the Union Holding Co., parent organization, with his headquarters in Omaha. KOIL has hitherto been operated under lease. It is now an applicant before the FCC for 5,000 watts day.

STUDIO NOTES

THE East Coast storm Nov. 17 put power lines feeding the Flushing, Long Island, transmitter of WMCA, New York, out of commission. The station log shows that 55 seconds later the emergency transmitter on the roof of the WMCA building was in operation. WMCA has a third transmitter at Flushing.

WIP, Philadelphia, has issued an attractive brochure tracing its history from the first feeble signal in 1922 to the present elaborate studios. Illustrations are in a green gravure, and coverage and market data also are in color. Miniature success stories wind up the promotion piece.

WITH the completion of Master Studio A, a two-story room to allow clearance for the new organ, decorated in modern design and acoustically equipped to give the fullest value to musical programs originating there, the enlargement plans of WJJD, Chicago, have been brought to a conclusion. Two other new studios, an audition room and additional office space for the program and continuity departments have been added to the station's former space.

STUDIOS of KRKD, Los Angeles, are being used temporarily as the Los Angeles studios of KGER, Long Beach, destroyed by fire several weeks ago.

WBIG, Greensboro, N. C., having banned all laxative and similar accounts and limited evening commercials to 10%, daytime to 15%, now has adopted a policy against use of station breaks on either side of network or local commercial programs.

STUDIOS and offices of WNBR, Memphis, have been remodeled, with a new office provided for Mallory Chamberlin, president.

KVI, Tacoma, has opened auxiliary studios in Bremerton, the lines being carried by cable under the waters of Puget Sound. Bremerton is the site of a Navy base and plans are being made to broadcast launching of twin destroyers in December.

KQW, San Jose, Cal., has remodeled and improved its studios and executive offices at a cost of $3,000. Improvements include a new visible reception room and studio.

KROW, Oakland, Cal., has issued a supplement to its rate card outlining its policies on acceptance of accounts and copy. The supplement explains that the station will not accept laxative accounts; products or services injurious to health; fear programs; numerology, astrology, horoscope continuities; cosmetics claiming rejuvenation, etc.; dental advertising claiming to be painless or mentioning prices; "free gifts" where purchase of product is required; hard liquor; controversial broadcasts disrupting public peace; criticism of public officials or government units except in political campaigns; material barred from mails or cited by Federal Trade Commission or Food & Drug Administration.

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Most modern equipment and facilities for production and recording of

- Dramatized Spots
- Musical Programs
- Serial Air Programs
- Slide Film Transcriptions

GENERAL BROADCASTING SYSTEM
3910 Carnegie Ave., Cleveland, Ohio

Phillips Petroleum Corp. Using Midwestern Spots

PHILLIPS PETROLEUM Corp., Bartlesville, Okla., is using 36 stations in the Midwest in a 20-week transcription campaign. Twenty-eight of the stations are broadcasting one-minute spot announcements daily and from three to seven times a week. In Denver and Omaha, the company is using two stations. The remaining 8 stations are using live talent and the programs consist of variety shows, time signals and new broadcasts.

Stations in the spot announcement campaign are: KOB, Albuquerque; KFVS, Cape Girardeau, Mo.; WMT, Waterloo; KGGF, Coffeyville, Kan.; KVOR, Colorado Springs; KFRU, Columbia, Mo.; WJBL, Decatur, Ill.; KOA and KLZ, Denver; WEBC, Duluth; WGBF, Evansville, Ind.; KFPW, Fort Smith, Ark.; WFBM, Indianapolis; KFAB, Lincoln; WKY, Oklahoma City; KOIL and WOWO, Omaha; WMBD, Peoria; KGHF, Pueblo; WTAD, Quincy, Ill.; WHBF, Rock Island, Ill.; KFEQ, St. Joseph, Mo.; KSCJ, Sioux City; WSBT, South Bend; WTAX, Springfield, Ill.; WBOW, Terre Haute, Ind.; WIBW, Topeka, and WFH, Wichita.

On the live program schedule the refiner is using WGN, Chicago, 15-minute program, three times a week; WHO, Des Moines, 15-minute program six times a week; WDAF, Kansas City, three time signals each evening 7 days a week; KSD, St. Louis, 10-minute news programs six times a week; KWTO, Springfield, Mo., 15-minute news program once a day, seven days a week; WCCO, Minneapolis, one-hour variety show Saturdays; KGNC, Amarillo, Tex.; KTUL, Tulsa, 15-minute news broadcasts six day a week. Lambert & Feasley Inc., New York, handles the account.

Maine Spud Spots

THE State of Maine through the State Agriculture Commission has signed a 15-week contract with the *Martha Deane* program on WOR, Newark, at 2:15 p. m. daily. This is a participation hour and the commission is using it to promote the sale of Maine potatoes. N. W. Ayer & Son Inc., New York, placed the account.

WHBB Takes the Air

WHBB, new 100-watt station on 1500 kc. in Selma, Ala., was formally opened Nov. 17. Studios are located in the YMCA building. Officials of Selma Broadcasting Co., operating the station, are John S. Allen, general manager; John C. Hughes, studio manager; W. J. Reynolds Jr., secretary-treasurer. Equipment includes a Western Electric transmitter. George Fabrubel is chief engineer and James Robbins is chief announcer.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

SOMETHING NEW IN RADIO SERVICE!

ADVERTISERS will find in WHN a background of showmanship unique in radio history . . . combining with its own entertainment success that of Metro-Goldwyn-Mayer Pictures and Loew's world-wide circuit of theatres.

Sincerity of purpose and a keen understanding of the types of entertainment that build and sustain audiences has brought WHN from obscurity to leadership in local popularity.

For your service, WHN offers a skilled production staff with first call on unequalled talent sources . . . WHN Artists' Bureau, Wm. Morris Agency, M-G-M Studios and Loew's Theatres.

WHN
LOEW'S STATE THEATRE BUILDING
B'WAY & 45th St., NEW YORK, N. Y.
1010 KILOCYCLES 1000 WATTS

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

NOVEMBER 15 TO NOVEMBER 29, INCLUSIVE

Decisions . . .

NOVEMBER 19

WHN, New York — Granted modif. CP change equip., extend completion.

WFBM, Indianapolis — Granted license for CP 1230 kc 1 kw unltd.

WOR, Newark—Granted license for CP aux. transmitter 5 kw.

WICC, Bridgeport, Conn.—Granted auth. install automatic freq. control equip.

WJAS, Pittsburgh — Granted auth. antenna input measurement.

WAIN, Anderson, S. C. — Granted renewal license regular period.

WALR, Zanesville, O.—Same.

WNEL, San Juan, P. R.—Same.

WBBZ, Ponca City, Okla.—Same.

WMFD, Frederick, Md.—Granted modif. CP change equip., approval transmitter site 2.4 miles from center of Frederick, change antenna, modif. CP to extend completion.

Mutual Brdcstg. System Inc., Chicago—Granted auth. exchange programs with CKLW, Windsor, for six months.

SPECIAL AUTHORIZATIONS—WTMV, E. St. Louis, Ill., granted temp. auth. operate without approved freq. monitor 10 days; KMPC, Beverly Hills, Cal., same; WHIS, Bluefield, W. Va., granted extension temp. auth. composite transmitter; WTRC, Elkhart, Ind., granted temp. auth. operate simul.-WLBC spec. hours; WFIL, Philadelphia, granted extension exp. auth. 560 kc 1 kw N in December.

ACTION ON EXAMINERS' REPORTS—NEW, News Brdcstg. Co., St. Joseph, Mo., denied CP 1310 kc 100 w unltd., sustaining Examiner Dalberg; NEW, J. L. Scroggin, St. Joseph, Mo., denied CP 1310 kc 100 w unltd., reversing Examiner Dalberg; NEW, H. K. Glass & M. C. Kirkland, Eustis, Fla., denied CP 1310 kc 100 w 6 a. m. to LS, sustaining Examiner Hill; NEW, Lake Region Brdcstg. Co., Lakeland, Fla., granted CP 1310 kc 100 w unltd., sustaining Examiner Hill; NEW, C. D. Goff, Tampa, Fla., denied CP 1500 kc 100 w unltd., reversing Examiner Hill; NEW, Robert Louis Sanders, Palm Beach, Fla., denied CP 1420 kc 100 w unltd., sustaining Examiner Hill; NEW, Hazlewood Inc., West Palm Beach, Fla., granted CP 1200 kc 100 w unltd., sustaining Examiner Hill; WKAR, E. Lansing, Mich., granted modif. license from 1040 to 850 kc 1 kw D to 1 kw spec., sustaining Examiner Seward; NEW, Willis T. Shaughnessy, Bay Shore, N. Y., dismissed without prejudice applic. CP 1370 kc 100 w unltd., sustaining Examiner Bramhall; WBHS, Huntsville, Ala., dismissed without prejudice applic. renewal license.

SET FOR HEARING — NEW, Union-Tribune Publishing Co., San Diego, Cal., applic. CP 1420 kc 100 w N 250 w D unltd.; NEW, American Brdcstg. Corp. of Ohio, Cleveland, applic. CP new station 880 kc 1 kw unltd.; NEW, Central Brdcstg. Co., Eau Claire, Wis., applic. CP 1050 kc 250 w D; NEW, Daily News Corp., St. Paul, applic. CP 1370 kc 100 w unltd.; WPHR, Petersburg, Va., applic. renewal license 880 kc 500 w D.

MISCELLANEOUS—WNOX, Knoxville, reconsidered and granted applic. assign license to Continental Radio Corp.; WVFW, Brooklyn, denied postponement decision in so-called Brooklyn cases since FCC postponed date to 12-3-35 on own motion; KOB, Albuquerque, N. M., granted petition written appearance at hearing for renewal; NEW, Emmons L. Abeles, Robert J. Dean, d/b Wise Brdcstg. Corp., St. Paul, denied reconsideration grant of continuance hearing; WTCN, Minneapolis, denied petition intervene applic. Wise Brdcstg. Co.; NEW, A. L. Chilton, Dallas, granted continuance hearing (to be heard with applic. Amon G. Carter new station at Fort Worth); NEW, A. O. Jenkins, Jacksonville, Fla., granted continuance hearing; WMC, Memphis, reconsidered and granted applic. change equip., increase from 2½ to 5 kw D directional; KFOX, Long Beach, Cal., reconsidered and granted applic. renewal; NEW, Pacific Acceptance Corp., San Diego, Cal., reconsidered action in granting CP vacated and applic. set for further hearing; NEW, Calif. Sales Contract Co., San Francisco, applic. in hands of examiner remanded for further hearing; KMTR, Los Angeles, applic. renewal to be heard with applic. Pacific Acceptance Corp. & Calif. Sales Contract Co.; NEW, J. R. Maddox & J. R. Richards, d/b Tuscaloosa Brdcstg. Co., Tuscaloosa, Ala., applic. CP 1370 kc 100 w D, heretofore set for hearing, denied as in default; KGDE, Fergus Falls, Minn., applic. modif. license 630 kc 250 w unltd., heretofore set for hearing, dismissed at request of applicant.

RATIFICATIONS:

WIS, Columbia, S. C.—Granted extension equip. test period 10 days (11-15).

KFRC, San Francisco—Granted extension program test period 30 days (11-9).

KHJ, Los Angeles—Same.

KECA, Los Angeles — Granted temp. auth. portable transmitter (11-14).

NOVEMBER 26

WNAX, Yankton, S. D.—Granted consent vol. assignment license to WNAX Brdcstg. Co.

KORK, Jerome, Ark.—Granted renewal license 60 days.

KUMA, Yuma, Ariz.—Granted temp. renewal and applic. renewal set for hearing.

NEW, Pampa Daily News Inc., Pampa, Tex.—Granted amended CP new station 1310 kc 100 w D.

KCMC, Texarkana, Ark. — Granted renewal license regular period.

KLPM, Minot, N. D.—Granted renewal license 30 days.

WSAJ, Grove City, Pa.—Same.

WBRE, Wilkes-Barre, Pa.—Granted renewal license 60 days.

WJBW, New Orleans—Same.

WIP, Philadelphia—Granted renewal license regular period; granted renewal exp. auth. 500 w additional to 4-1-36 610 kc unltd.

SPECIAL AUTHORIZATIONS—KGAR, Tucson, Ariz., granted temp. auth. operate without freq. monitor; WCSH, Portland, Me., same; WMAZ, Macon, Ga., granted temp. auth. operate without plate voltmeter; WWJ, Detroit, granted temp. auth. operate temporary antenna; KOIN, Portland, Ore., granted temp. auth. 500 w spec. hours 1300 kc. 10 days; KVI, Tacoma, granted temp. auth. composite transmitter 30 days; WOR, Newark, granted temp. auth. operate without high-voltage meter, associated multiplier; WDBO, Orlando, Fla., granted extension temp. auth. additional 750 w N; WIOD-WMBF, Miami, granted extension temp. auth. temporary antenna; KSCJ, Sioux City, Ia., granted extension temp. auth. operate LS-8 p. m. in December; WJEJ, Hagerstown, Md., granted extension temp. auth. 50 w spec. hours; WEST, Lancaster, Pa., granted temp. auth. remain silent to move to Easton, Pa.

SET FOR HEARING — NEW, Ventura County Star Inc., Merced Star Pub. Co. Inc., Ventura, Cal., CP 1150 kc 250 w D; NEW, New England Radio Corp., Bridgeport, Conn., CP 1370 kc 100 w D; NEW, Northern Commercial Co., Fairbanks, Alaska, CP 550 kc 250 w unltd.; NEW, Northern Iowa Brdcstg. Co. Inc., Mason City, Ia., CP 1420 kc 100 w unltd.; NEW, Mason Vity Glove Gazette Co., Mason City, Ia., CP 1210 kc 100 w unltd.; WAAT, Jersey City, modif. license from 500 w to 1 kw; KFJM, Grand Forks, N. D., CP amended re equip., change from 1370 to 1410 kc, increase from 100 w to 1 kw N & D; KUJ, Walla Walla, Wash., CP amended re equip., change from 1370 to 1250 kc, increase from 100 w to 1 kw; WEAN, Providence, R. I., CP in docket amended re equip., site, directional antenna, increase from 500 w to 1 kw.

ACTION ON EXAMINERS' REPORTS—KALE, Portland, Ore., denied modif. license from 1300 to 1250 kc unltd. 500 w, sustaining Examiner Bramhall; WMBC, Detroit, denied CP change equip., change from 1420 to 1300 kc, from 100 w 250 w D to 500 w unltd., sustaining Examiner Hill; WHBL, Sheboygan, Wis., granted modif. license from 1410 to 1300 kc, 500 w to 250 w hours from S-WROK to unltd., sustaining Examiner Hill; WOCL, Jamestown, N. Y., granted renewal license, sustaining Examiner Dalberg.

ORAL ARGUMENTS GRANTED — NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., 2-13-36; NEW, Natl. Television Corp., New York, 12-19-35.

MISCELLANEOUS—Utah Radio Educational Society, Salt Lake City, and other parties involved in Ex. Rep. 1-126, granted to 12-5-36 to file exceptions; KVOS, Bellingham, Wash., denied reconsideration action setting renewal applic. for hearing and grant same without hearing; WCFL, Chicago, granted postponement hearing applic. WJJD to move transmitter; KGKO, Wichita Falls, Tex., hearing on protest against removal to Fort Worth postponed, hearing to be in Wichita Falls; NEW, Utah Radio Educational Society, Salt Lake City, denied petition to vacate order granting KIEM, Eureka, Cal., auth. operate 1450 kc 500 w unltd.; WOR, Newark, sent to closed files protest charging violation Sec. 326 in sponsoring an "obscene" broadcast; NEW, James H. Braffett, Price, Utah, granted permission to submit proof that he mailed appearances and statement of facts in case.

RATIFICATIONS:

KPOF, Denver; KRKD, Los Angeles—Granted extension program test period 30 days.

WHBB, Selma, Ala.—Granted temp. auth. program tests (11-20).

WFAM, South Bend, Ind.—Granted extension spec. auth. Simul. — WWAE (11-22).

WPRF, Raleigh, N. C.—Granted temp. auth. antenna experiments 5 kw (11-22).

Worcester Brdcstg. Co. Inc. granted request to have oral argument postponed to 12-4-35 (11-21).

Examiners' Reports . . .

WBNX, New York; WEED, Rocky Mount, N. C.—Examiner Bramhall recommended (I-134) that applic. WBNX for CP increase from 250 w to 1 kw S-WAWZ be granted if directional antenna is used; that applic. WEED for CP change from 1420 to 1350 kc, increase from 100 to 250 w unltd. be denied.

NEW, George E. Heiges, Sharon, Pa.—Examiner Walker recommended (I-135) that applic. CP 1370 kc 100 w 250 w LS unltd. to denied.

KMA, Shenandoah, Ia.; KGBZ, York, Neb.—Examiner Hill recommended (I-136) that applic. KMA for modif. license to unltd. time, asks facilities of KGBZ, be granted; that applic. KGBZ for renewal of license be denied; that applic. KGBZ for modif. license be denied; that applic. KMA for renewal license be granted.

NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.—Examiner Walker recommended (I-137) that applic. CP 1210 kc 100 w D be granted.

NEW, Big Spring Herald Brdcstg. Co., Big Spring, Tex.; NEW, Vernon Taylor Anderson, ABC Brdcstg. Co., Big Spring, Tex.; NEW, Plainview Brdcstg. Co., Plainview, Tex.; NEW, North Texas Brdcstg. Co., Paris, Tex.—Examiner Bramhall recommended (I-138) that applic. Big Spring Herald Brdcstg. Co. CP 1500 kc 100 w unltd. be granted; that applic. ABC Brdcstg. Co., same facilities, be denied; that applic. Plainview Brdcstg. Co., same facilities, be dismissed with prejudice; that applic. North Texas Brdcstg. Co., same facilities, be granted.

KDFN, Casper, Wyo.; KGHL, Billings, Mont.; KSOO, Sioux Falls, S. D.; KHL, Portland, Ore.; KEHE, Los Angeles—Examiner Seward recommended (I-139) that applic. KDFN modif. license from 1440 kc 500 w unltd. to 780 kc 500 w unltd. be denied; that applic. KGHL modif. license from 950 kc 1 kw 2½ kw LS unltd. to 780 kc 1 kw 2½ kw LS unltd. be granted; that applic. KSOO modif. license from 1100 kc 2½ kw ltd. to 780 kc 1 kw 2½ kw LS spec. be denied; that applic. KXL modif. license from 1420 kc 100 w 250 w LS Sh-KBPS to 780 kc 250 w spec. be denied; that applic. KEHE modif. license from 780 kc 500 w 1 kw LS Sh-KELW to 780 kc 1 kw 5 kw LS unltd., facilities KELW, be denied.

Applications . . .

NOVEMBER 15

WWRL, Woodside, N. Y.—Modif. license spec. hours.

WFBR, Baltimore — CP change aux. equip., increase aux. power from 250 to 500 w.

WFMD, Frederick, Md.—Modif. CP re equip., amended re antenna and transmitter site.

NEW, John E. Fetzer, Kalamazoo—CP 1010 kc 500 w N 1 kw D unltd.

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w N 250 w D unltd.

WJAC, Johnstown, Pa. — CP change equip., increase to 250 w D, move transmitter locally.

NEW, George H. Adams & Henry D. Bratter, St. Paul—CP 1370 kc 100 w unltd.

WIL, St. Louis—CP change equip.

KWTO, Springfield, Mo.—Modif. license from KGBX Inc. to Ozarks Brdcstg. Co.

KHBC, Hilo, Hawaii—Modif. CP from 1420 to 1400 kc, increase from 100 to 250 w, new equip., extend completion, amended re equip.

NOVEMBER 18

WEST, Easton, Pa. — Modif. CP move transmitter & studio, requesting antenna change.

WPEN, Philadelphia—Modif. license from 250 w 500 w D to 1 kw D & N, directional N.

WRAX, Philadelphia—Same.

NEW, Voice of Marshall, Marshall, Tex. —CP 1500 kc 100 w spec.

WHFC, Cicero, Ill. — Modif. license re hours.

APPLICATIONS RETURNED—KGNF, North Platte, Neb.—Modif. license from D to spec. 1 kw N.

NOVEMBER 21

WPRP, Ponce, P. R.—Modif. CP new station, to extend completion.

WBEN, Buffalo — CP new transmitter, increase from 1 to 5 kw, move transmitter to Hotel Statler, amended to omit request change transmitter site and request for 5 kw N.

WEAN, Providence—CP new equip., increase from 500 w to 1 kw, move transmitter locally, amended to install directional antenna to Seekonk, Mass.

WELI, New Haven—Modif. license from D to unltd., 500 w D & N, change from 900 to 930 kc.

NEW, Albert E. Davis, Brownwood, Tex. —CP 1200 kc 100 w unltd., amended to 1420 kc, omit request for N power, change antenna.

NEW, Douglas G. Boozer & Jack Richards, Brunswick Radio Broadcast Station, Brunswick, Ga.—CP 1420 kc 100 w D, amended re antenna.

NEW, H. A. Hamilton, Asheville, N. C. —CP 1370 kc 100 w D.

WPTF, Raleigh, N. C.—Extension exp. auth. aux. transmitter, spec. hours.

NEW, Press Democrat, Santa Rosa, Cal. —CP 1310 kc 250 w D, amended to change name from Ernest L. Finley to Press Democrat.

KECA, Los Angeles — Modif. CP as modif. move transmitter locally, increase power, new equip. amended for further changes equip., move transmitter to 31100 S. Cloverdale Ave., Los Angeles, extend completion.

APPLICATIONS RETURNED — NEW, Hyman Altman, Detroit, CP 1140 kc 250 w D; WJR, Detroit, license use old 10 kw transmitter as aux.; NEW, Memphis Commercial Appeal Inc., Mobile, CP 950 kc 1 kw 5 kw D unltd. direction N, amended to 5 kw D & N (request of applicant); NEW, E. L. Sherman & H. L. Corley, Trinidad, Col., CP 1370 kc 100 w unltd. (partnership dissolved); NEW, Foreign Lands Corp., Honolulu, CP 600 kc 1 kw unltd.; NEW, Harry C., Clara A. Lowe, DuBois, Pa., CP 850 kc 250 w D; WSPA, Spartanburg, S. C., modif. license from D to unltd. 250 w N; WKBV, Richmond, Ind., license for CP move transmitter, change antenna; NEW, Democrat News Co. Inc., Lewistown, Mont., CP 1200 kc 100 w 250 w D unltd.; NEW, Ellwood W. Lippincott, Pendleton, Ore., CP 1500 kc 100 w D; NEW, Johnson & Perry, Cedar City, Utah, CP 1500 kc 25 w unltd.

NOVEMBER 22

WMFF, Plattsburgh, N. Y.—License for CP change equip., increase power, move transmitter.

NEW, Hunt Brdcstg. Assn., Greenville, Tex.—CP 1200 kc 100 w D, amended re equip., antenna.

KCMC, Texarkana, Ark. — Vol. assignment license to KCMC Inc.

KBTM, Jonesboro, Ark.—License for CP move transmitter and studio to Jonesboro.

NEW, Navarro Brdcstg. Assn., J. C. West, pres., Corsicana, Tex.—CP 1310 kc 50 w D, amended to 100 w.

NEW, Herald Pub. Co., Denison, Tex.—CP 1200 kc 100 w D, amended re equip., change hours from D to unltd. 100, change studio site.

APPLICATIONS RETURNED — NEW, Chas. A. Pearson & F. L. Cy Graves, d/b Pacific Inland Brdcstg. Co., Sacramento, Cal., CP 660 kc 120 w unltd.; KGKO, Wichita Falls, Tex., exp. auth. 250 w additional N; NEW, Denton-Record Chronicle Co., Denton, Tex., CP 1420 kc 100 w D; NEW, Melvin D. Close, Provo, Utah, CP 1210 kc 100 w unltd.

NOVEMBER 25

WJR, Detroit—License for CP aux. transmitter.

WIS, Columbia, S. C.—Modif. CP move transmitter, change equip., 560 kc 1 kw N 5 kw D unltd., extend completion.

WAML, Laurel, Miss.—Vol. assignment license to New Laurel Radio Station Inc.

WKBV, Richmond, Ind.—License for CP move transmitter, change antenna.

WCAZ, Carthage, Ill.—CP change vertical radiator, move transmitter locally.

KHJ, Los Angeles—Auth. antenna measurement.

KFRC, San Francisco—Auth. antenna measurement.

APPLICATIONS RETURNED—WAML, Laurel, Miss., consent transfer control; NEW, Magnolia Brdcstg. Co., Jackson, Miss., CP 1420 kc 100 w unltd.; NEW, First Baptist Church, Lee Nichols, pastor, Booneville, Ark., CP 730 kc 20 w D; WHBB, Selma, Ala., modif. CP new station change equip.; NEW, W. P. Staurt, Prescott, Ariz., CP 1500 kc 100 w unltd, facilities KPJM; NEW, Douglas Radio Assn., Douglas, Ariz., CP 1370 kc 100 w D; NEW, Gomer Thomas, Bellingham, Wash., CP 1420 kc 100 w unltd.; NEW, Labor Broadcasters, Huntington Park, Cal., CP 1170 kc 100 w D.

ad decisions

NOVEMBER 27

KQV, Pittsburgh—License for CP change equip., move transmitter.

WKZO, Kalamazoo—Modif. license from D to LS Omaha.

KTRH, Houston—CP change equipment.

WCBD, Waukegan, Ill.—Modif. license move studio to 128 N. Pulaski Rd.

WENR, Chicago—CP change equip.

NEW, Donald A. Wike, H. E. Studebaker, Baker, Ore.—CP 1370 Kc 100 w N 250 w D unltd., facilities KUJ.

APPLICATIONS RETURNED — NEW, D. J. Lindberg, La Grande, Ore., CP 1420 KC 100 w N 250 w D unltd., asks freq. KRLC; KGMB, Honolulu, auth. transfer control to Pacific Theatres & Supply Co. Ltd.

NOVEMBER 29

WABI, Bangor, Me. — Auth. transfer control to Frederick B. Simpson.

WJAX, Jacksonville, Fla.—License for CP new equip., increase D power, movev transmitter.

NEW, Southland Brdcstg. Corp., Chattanooga—CP 1200 kc 100 w D.

NEW, Waterloo Times-Tribune Co., Waterloo, Ia.—CP 1550 kc 1 kw unltd.

NEW, Times Pub. Co., St. Cloud, Minn., —CP 1420 kc 100 w unltd.

WHB, Kansas City—CP change equip., directional antenna, change from 860 to 1120 kc unltd. 500 w N.

APPLICATIONS RETURNED — NEW, Curtis P. Ritchie, Trinidad, Col., CP 1500 kc 100 w unltd.; NEW, Vernon Brdcstg. Co., Vernon, Cal., CP 590 kc 100 w D.

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Examiners' Reports (Con.)

NEW, Steel City Brdcstg. Co., Pittsburgh — Examiner Walker recommended (I-140) that applic. CP 1420 kc 100 w 250 w LS unltd. be denied as in default.

NEW, Joplin Brdcstg. Co., Pittsburg, Kan.; Pittsburg Pub. Co., Pittsburg, Kan.; Harold F. Foraker & Ray D. Luzadder, d/b Wichita Brdcstg. Co., Wichita, Kan.—Examiner Dalberg recommended (I-141) that applic. Joplin Brdcstg. Co. CP 1200 kc 100 w D be denied; that applic. Wichita Brdcstg. Co. CP 1500 kc 100 w unltd. be denied; that applic. Pittsburg Pub. Co. CP 1500 kc 100 w unltd. be granted.

NEW, Black Hills Brdcstg. Co., Rapid City, S. D.—Examiner Bramhall recommended (I-142) that applic. CP 1370 kc 100 w unltd. be granted.

KID, Idaho Falls — Examiner Walker recommended (I-143) that applic. change from 1320 kc 250 w 500 w LS unltd. to 500 w 1 kw LS be granted insofar as D power is concerned, but denied for N power.

KFDM, Beaumont, Tex.—Examiner Walker recommended (I-144) that applic. increase to 1 kw N be denied as in default.

Chicago Agency Changes

TWO changes in radio departments of Chicago agencies have been announced in the last fortnight. They are: Charles Newton named radio director of H. W. Kastor & Sons Adv. Co. Inc., succeeding Ed Aleshire who is now with Lord & Thomas; W. K. Bailey, formerly commercial manager of WIBW, Topeka, and before that with KOIL, Omaha, named radio director of Schwimmer & Scott.

Measuring Coverage

(Continued from page 11)

to learn what objectionable features exist, whether in the program itself or in the commercial announcements. By combining the basic data provided by this method with other research techniques it ought to be possible to arrive at a measure of the effectiveness of a particular program in developing new users of advertised products.

The objection which comes most quickly to mind is of course that such a method is costly. In one sense it is, in another it is not. The recording instruments do represent a sizable initial capital investment. The operating cost, compared with other methods of gaining the same information, is trifling. The most extensive coincidental survey made in the Boston area, to my knowledge, brought in during a single week a record of about 4300 fifteen minute periods of listening. Our first week's tabulations record somewhat over 10,000 fifteen minute periods of listening. A single recorder installation brings in a complete record of all listening during 168 hours or 672 fifteen-minute periods of listening. when local stations are on the air) at a single installation cost.

Machines do a great many things more uniformly, more accurately, and more cheaply than can human beings. There is no reason why the process of commercial research should be entirely immune to mechanization. We already use tabulating machines to assemble and analyze our data. We hope to go a step further, and mechanize, in this one instance, at least, the process of data collection.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Dramatic Announcement Proves Effective in West For Philco Radio Dealers

"HOW To Use Radio To Sell Merchandise As Well As Advertise It" was the theme of the radio departmental meeting of the San Francisco Advertising Club in the Palace Hotel Nov. 21 when Philip G. Lasky, manager of KSFO, and vice-president of the committee, was in charge.

Carlton Coveny, sales manager for KJBS, San Francisco, and KQW, San Jose, Cal., representing the independent radio stations of the Bay region, spoke on effective campaigns over independent stations. Owens Dresden, sales manager, KFRC, the San Francisco outlet for the Don Lee network, briefly outlined experiences of some local advertisers on chain stations. Johnny Parsons, Floor Traffik Service, advertising counselors for Philco Radio in the eleven western states, discussed his experiences with radio.

Philco uses radio to produce sales, Parsons stated, and pointed out that dramatized spot announcements have proven most effective. "Philco periodically purchases eight or ten one-minute spot announcements per day on a number of stations in each area and floods the air with messages over a period of two weeks to a month, according to the campaign," Parsons said. "We have discovered that dramatized announcements furnished the stations on transcriptions are more effective than those written and read by the announcer."

WSAI Local Shift

DISCREDITING reports that WSAI, Cincinnati, NBC - WEAF outlet will be sold, Crosley Radio Corp. on Nov. 29 filed with the FCC an application to remove the transmitter from Mason, O., to a location within Cincinnati proper. The station is on 1330 kc. with 1,000 watts and 2,500 watts day.

March of Time Weekly

THE *March of Time*, sponsored jointly by *Time Magazine* and Remington-Rand Inc., returns to a weekly basis in December, the new half-hour programs replacing the five-weekly quarter-hour series. The joint sponsorship continues. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

EDWARD G. MARQUARD, of the continuity staff of WNYC, New York, and veteran musician and conductor of the Peoples Choral Union, died Nov. 17 at the age of 60. An emergency operation Nov. 16 failed to stay death. Mr. Marquard has been writing continuity for orchestra programs on WNYC.

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A rugged three-piece, telescoping, combination boom and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $10.00.

Universal Microphone Co., Ltd.
424 Warren Lane
Inglewood, Calif., U. S. A.

Craven Radio Practice Is Purchased by McNary

J. C. McNARY, consulting radio engineer and technical director of the NAB until a month ago, on Nov. 29 purchased the consulting business of T. A. M. Craven, who on Dec. 1 becomes chief engineer of the FCC.

Mr. McNary, recognized as an expert on directional antennas as well as allocation work, took an indefinite leave from NAB to become technical advisor to the clear-channel group of stations. In absorbing the Craven practice he will continue to represent the clear-channel group for the time being. Mr. McNary, formerly connected with the Bell Telephone Laboratories, will maintain offices in the National Press Bldg., Washington.

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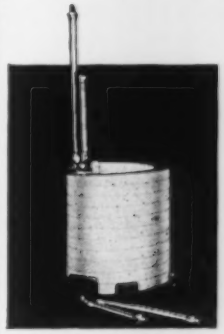

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WTAR
NORFOLK, VIRGINIA
COMPLETE NBC SERVICE
EDWARD PETRY & CO.
National Representatives

Advertising Improves

(*Continued from page 9*)

tiser requesting samples of all advertising copy published or broadcast during the year past, along with copies of all literature, a sample of the article advertised and, if a compound, the quantitative formula. This material then is submitted for medical or scientific opinion to other government agencies, such as the Public Health Service, Bureau of Standards, or Food & Drug Administration.

FTC Procedure

AFTER receipt and examination of this information, if the claims are justified, the matter is dropped, but if not justified the Commission may order the docketing of an application for complaint against the offending advertiser. The matter then is referred to the special board for negotiations of a stipulation. If the stipulation is executed the matter is closed, subject to reopening if occasion arises. If there is no stipulation from the advertiser the Commission institutes proceedings against the advertiser by issuance of a formal complaint.

That portion of the report covering radio advertising, follows in full text:

Radio advertising.—The Commission began its review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset the Commission, through its special board of investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July, 1934. The volume of returns received and the character of the announcements indicated clearly that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at small expense, by adopting a plan of grouping the stations for certain specific periods.

Consequently, starting in September, 1934, calls have been issued to individual radio stations according to their location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hookups are used involving two or more affiliated or member stations.

To complete the observation of radio advertising, the producers of electrical-transcription recordings submit regular weekly and monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of the commodity being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the name of the advertiser and the article sponsored.

The combined material received from the individual stations for specified periods, from the weekly returns on regional and national network broadcasts, and from the special transcription reports, furnishes the Commission with representative and specific data on the character of radio advertising which has proven of great value in its efforts to curb false and misleading trade representations.

Up to June 30, 1935, 439,253 radio continuities had been received by the Commission. Of these a preliminary review had been completed on 376,539, resulting in 38,873 being referred, as possibly false and misleading, to the members of the board and their legal assistants for further consideration and possible action.

In all cases where false and misleading advertising is detected in radio broadcasts, the Commission is applying substantially the same procedure as is followed in cases of false and misleading advertising in newspapers, magazines, or other periodicals. This scrutiny of radio advertising is being conducted with a minimum of expense to the Government as well as to the industry because of the cooperation of members of the industry and the system of procedure developed.

In its examination of radio continuities, as well as of newspaper, magazine, and other periodical advertising, the Commission's sole purpose is to curb unlawful abuses of the freedom of expression guaranteed by the Constitution. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.

Effective cooperation has obtained throughout the last year, as for many years, with other departments of the Government. Cases involving what appear to be fraudulent schemes in violation of the postal laws are referred to the Post Office Department. Action by the Commission in such cases as are found to be under investigation by that Department is suspended pending the outcome of such proceedings. Valuable scientific opinions have been rendered by the Food and Drug Administration, Bureau of the Public Health Service, and the Bureau of Standards. Also analyses and comments regarding the therapeutic properties of various preparations have been furnished by the Food and Drug Administration. In a number of cases, Commission action against advertisers of medical preparations has been undertaken at the request of the Department of Agriculture.

Wrestler Beats WGAR

WGAR, Cleveland, recently lost a bout to Man Mountain Dean, 315-pound wrestler. During an interview with Dean, Bob Evans of WGAR asked him how he handled the tough boys. "It's like this, Bob," said Dean, tossing him into a microphone and WGAR went out of commission for two minutes.

ONCE A SHOWMAN
Always a Showman Proves True In Hoxworth's Case

"ONCE a showman, always a showman," holds true in the case of Harry Hoxworth, commercial manager for station KFJZ, Fort Worth. Mr. Hoxworth was asked to give a talk on "Radio Advertising" before a recent meeting of the Fort Worth Advertising Institute. Remembering his days as a dramatic director and trouper he presented his talk in an unusual manner.

The curtain parted on a stage, barren except for a radio receiver. The master of ceremonies came from the wings and announced in a solemn voice "that due to unforeseen circumstances Mr. Hoxworth was unable to be present for the talk." The radio was switched on and Mr. Hoxworth's voice was heard in the opening passages of his talk. After getting well into his subject the voice ceased and the speaker himself came from the wings where he had been speaking into a public address system connected with the radio on the stage.

In conclusion, the speaker played several recordings of his voice transcribed in the parts of five separate characters, the transcriptions being a part of a radio drama in which Mr. Hoxworth had acted.

FCC Relaxes Campaign

(*Continued from page 9*)

tofore followed is not only objectionable and unfair to stations and to the industry generally but also runs into needless waste of money and time on the part of the FCC as well as the stations. Moreover, it is felt that the "program clean-up" campaign has been highly successful and that a fair, workable system should now be devised.

Only a portion of the 300 "charges" against stations now pending cover medical products and services. A substantial number have to do with lotteries and violation of technical regulations. Under the new policies it is considered likely that the Broadcast Division gradually will review these cases and wipe from the slate those that obviously fall in the frivolous or irresponsible category.

The new FCC procedure dovetails with the action taken several months ago by the NAB on behalf of the broadcasting industry whereby stations may enter into stipulations with the Federal Trade Commission under which they agree to abide by whatever action that agency takes against advertisers using radio who are charged with making false and misleading claims. Under this procedure, stations agree to accept the Trade Commission rulings in advance and thereby are freed from any possible punitive action which may become necessary against the advertiser.

NOW READY . . .

The new loose leaf catalog of the Radio Transcription Company of America is now available. With an attractive cover in colors, the publication makes instantly available the complete program productions of this pioneer production group.

There are thrilling mystery dramas, romantic love serials, syncopating musical themes, rousing songs of the outdoors . . . in fact, practically every conceivable type of radio entertainment for present-day consumption.

In fact, you'll find some programs that are "way ahead of the times" for Transco creates the programs from the raw product (the idea) to the finished product (the transcription). Transco follows no beaten path, but beats trails of its own. That is why they have "tomorrow's programs today."

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

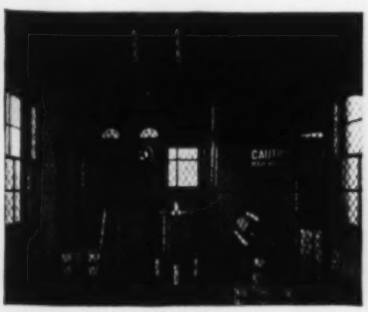
WJR... "The Goodwill Station" ...widens its good will area with Western Electric 50KW

WJR, Detroit, has joined the ranks of Western Electric high-fidelity stations. This installation provides one of the year's outstanding examples of increased service area and improved transmission. Engineered by Bell Telephone Laboratories, this Western Electric 50KW Transmitter is building still greater goodwill for WJR, "The Goodwill Station!" For full details: Graybar Electric Company.

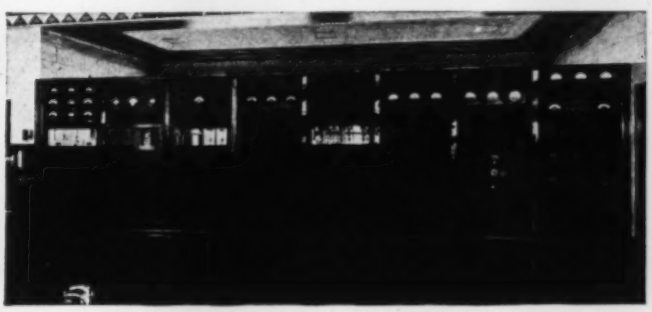
Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company, Graybar Building, New York.* *In Canada: Northern Electric Co., Ltd.*



Antenna coupling equipment at WJR.



Western Electric 50KW Transmitter at WJR.

Power room at WJR, Detroit, Mich.

Chattanooga Campaign

CHATTANOOGA Medicine Co., Chattanooga, Tenn. (proprietaries), will place announcements on 134 Southern stations during the holiday season to announce the Ladies Birthday Almanac for 1936. This company has been distributing these almanacs in the South for almost 50 years, and has an annual distribution of about 20 million copies. Agency: Neisser-Meyerhoff Inc., Chicago.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

VAN NOSTRAND RADIO ENGINEERING SERVICE
Specializing in frequency measurement service. Field intensity surveys. COLLINS transmitters and speech equipment. TRUSCON radiators.
339 Leland Ter., N.E., Atlanta, Ga.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

The Other Fellow's Viewpoint . . .

Coloring the News?

Mr. Yocum

To the Editor of BROADCASTING:

MEMBERS of the Inland Daily Press Association (daily papers of the Midwest) in their recent semi-annual gathering, once more attempt to raise the bogey that news broadcasts should not be sponsored because the advertiser who pays the freight edits the news.

To anyone who has ever been near a radio station, the immediate answer is obvious, namely: That radio news is handled so rapidly and in most instances so far from any direct contact from the advertiser that it is a physical impossibility for the sponsor to have a great deal to say about what goes in his news broadcast.

The members of the Inland Daily Press Association have apparently forgotten that the Pulitzer prize, the highest award in newspaper journalism, once went to Paul Y. Anderson of the *St. Louis Post-Dispatch*. What was the reason that Mr. Anderson and the *Post-Dispatch* were so honored? The answer is known by every newspaper man in the country, and often furnishes a chuckle — Paul Y. Anderson and the *Post-Dispatch* were honored because Mr. Anderson had the nerve to write and the *Post-Dispatch* had the nerve to print oil scandal disclosures which reflected on one of the *Post-Dispatch's* largest advertising clients.

To brief the situation then, in the newspaper field if you have nerve enough to say anything about anyone who advertises, then you must immediately be placed on the list of Pulitzer eligibles.

Although this writer is in a remote part of the United States, he happens to have worked for a number of these members of the Inland Daily Press Association.

I would like to ask them, the publishers of a number of these Inland Daily Press papers, particularly those in North Dakota, to sharpen their memories a bit.

They can recall without a great deal of difficulty the days in which they were fighting the Nonpartisan League; the days in which they used every known political trick to capture every conceivable vote in opposition to the Nonpartisan League. At that time North Dakota had on its law books a statute prohibiting the sale of cigarettes. The papers were very vigorous in the support of the W. C. T. U., between legislative sessions, on behalf of the anti-cigarette law. I wonder if they remember how silent they were when a bill to repeal the anti-cigarette law was before North Dakota's House of Representatives. I know they can all recall the contracts from America's biggest cigarette manufacturers which lay on their business managers' desks "Insert when cigarette bill is repealed."

I wonder if the advertiser or sponsor didn't have at least a wee bit to do with those changes in editorial policy. I think I can truthfully say that there is not a single member of the Inland Daily Press Association who can, with the greatest of ease, remember not one but many instances in which they have suppressed news which would have aggravated some sizeable advertiser.

To one who has worked for papers of the Inland Daily Press Association, their stand is highly laughable. Because not once, but many times in my reporting for some of these well-meaning gentlemen have I been told to "forget that story".

I wonder why it is that these same papers in reporting family brawls of a poor man and his wife are so liberal with their use of names and places in their news accounts and at the same time when a wealthier man, particularly an advertiser, should happen to rather vigorously maul his wife, we read in the paper that "Mrs. Advertiser is a patient in the hospital, recovering from a fall when she slipped on the icy steps at her home."

Could it be that Mr. Advertiser in some way had a bit of indirect control in the editing of the news?

For the last two years it has been my pleasure not only to sell the Texas Co. news broadcast, but also to edit and to broadcast that news. In two years the Texas Co. has never even suggested any policy of theirs with regard to suppression or coloring of the news. In 15 years of news reporting, it is the first time that I have ever been given "carte blanche".

Laughable as the situation is, radio news broadcasting will have to guard its news more closely than that of any newspaper because of the attacks to which it is subject. Radio will have to guard extremely carefully on its accuracy as has been demonstrated in Montana's recent earthquakes in which one of the radio's finest news services was tricked into sending out a false story through the ingenuity of its newspaper competition.

If radio news broadcasting is kept clean, kept impartial, as it now is and above all kept exceedingly accurate, public confidence and acceptance which it will gain will make, in the years to come through accumulated good will, such attacks as the recent one by the Inland Daily Press Association, increasingly laughable as time passes on.

But, in the meantime, if you entertain any serious desire to know who is going to win Pulitzer prizes, watch the newspapers which are willing to print something nasty about a quarter-page advertiser. You probably will not find any Pulitzer prospects among the members of the Inland Daily Press Association because of the healthy respect which its members maintain for their "sponsors".

EDWARD M. YOCUM,
KGEZ, Kalispell, Mont.

Ink Spots

W. A. SHEAFFER Pen Co., Fort Madison, Ia. (fountain pens), is spotting its current radio compaign of quarter-hour transcriptions over 18 metropolitan stations from Boston to Los Angeles, six days a week. A juvenile program, *Junior Police Patrol*, which the same sponsor has been testing over WGN, Chicago, will soon be extended to include the MBS hookup. Agency: Philip O. Palmer & Co. Inc., Chicago.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Situations Wanted

Program and production executive, seven years experience, excellent references, now employed but available in two weeks. Box 413, BROADCASTING.

Experienced announcer, young, college graduate, and expert linguist, desires announcing position with progressive station or network. Thorough knowledge of radio dramatics. Box 414, BROADCASTING.

Manager creditable commercial and production background desires change. Finest credentials of character and accomplishment in all departmentals. Wide experience in other media with large institutions. Box 406, BROADCASTING.

For Sale—Equipment

One Western Electric 1KW Transmitter, complete with spare tubes and parts, including thermostatic Crystal Control panel and generators. Box 405, BROADCASTING.

Music—Talent

Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted To Buy—Station

Successful Station Manager, Chief Engineer and Chief Announcer, wants station. Will buy outright, lease or operate on a percentage basis. Box 411, BROADCASTING.

Station Outright for cash. Box 412, BROADCASTING.

WHEN IN WASHINGTON

DO AS THE WASHINGTONIANS DO . . .

No doubt we're running the risk of exhausting ourselves (and *yourselves*) by continually repeating that "the majority of Washington merchants prefer WRC and WMAL".

However, we feel that it's pretty convincing evidence of what kind of a job these two fine stations do in Washington, and can bear *plenty* of repeating.

We could produce charts and figures, diagrams and facts, to prove why WRC and WMAL can do more for you than can any other stations in Washington. But just a quick glance at the local "Who's Who" on their clients list will tell a quicker and very conclusive story.

** * Potential circulation according to the new NBC Method of Audience Measurement, by areas. Copies of WMAL and WRC Areas maps will be sent to you, upon request.*

WRC AND WMAL

189,199 RADIO FAMILIES*

196,641 RADIO FAMILIES*

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT